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Issue Article

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ON THE IMPORTANCE OF SEGMENTING DOMESTIC MARKETS IN TERMS OF FILLING THEM WITH PRIORITY AND DEMANDED PRODUCTS FOR CONSUMERS IN RUSSIAN REGIONS

Abstract: *in the article by the authorsthe issues of significant improvement in the quality of domestic products are considered, filling them with the following properties: quality ideology, quality management, fashion and technical regulation, quality system, market quality, advertising, excursion into the past - as a guarantee of quality. In the future, all these criteria will provide a quality revolution, guaranteeing the manufacturer a stable success in the market, and consumers of their products - high quality and demand.*

Key words: *quality, preference, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy, economic policy.*

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Introduction

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In the traditional for our case, the assortment formation scheme was based on the differentiation based on the classification of shoes according to three criteria:

– purpose (household; special);

– age and gender (base - GOST 3927-88. Shoe blocks - booties, for toddlers, little children, preschool, for schoolgirls, girls, for schoolboys, boys, boys, women, men);

– operating conditions (type of professional activity, seasonality, climatic zone).

Based on other sources, shoes according to their purpose can be divided into household (everyday, model, home) and special (industrial, sports, orthopedic, medical).

However, this division of the assortment has a number of significant drawbacks. It does not allow to

identify population groups with different styles, living standards and taste preferences. The division by gender and age implied different anthropometric characteristics of consumers depending on age and gender, but not taking into account gender and age differences in lifestyle and needs priorities.

The needs of the population for goods are laid down historically. They are determined by the level of development of social production, the welfare and culture of society and can change over time.

The characteristic of the assortment includes such a thing as mobility. According to the definition of marketing, mobility is the urgent execution of decisions made, the conduct of research within a strictly defined time frame.

The use of the term "mobility" in relation to the shoe range is the rapid change of models of the range, depending on market conditions and consumer requirements for shoes.

Each era is characterized by adherence to certain tectonic forms, color, scale, proportions, etc. This stable character of formal means of artistic expression is called the style of the era. Style in art is understood as a historically established stable commonality of the figurative system of means and methods of artistic expression, due to the unity of the ideological content of the art of the era. The main condition for the formation of style is the unity of the worldview and the means of its expression. The factors influencing the formation of style include:

– socio-economic relations,
– prevailing philosophical ideas,
– outlook,
– aesthetic ideal of the era,
– way of life,
– natural and climatic conditions,
– customs, etc.

For a long time, used, there was a clear division into four main styles: romantic, classical, sports, folklore. In recent years, these four styles have been supplemented by an independently existing fifth style in shoes - ethno.

In marketing practice, there is another principle that takes into account the degree of extravagance or conservatism of consumers. According to their reaction to new phenomena, consumers are divided into five categories:

– super innovators (2.5%);
– innovators (13.5%);
– ordinary (34%);
– conservatives (34%);
– super conservatives (16%).

According to domestic and foreign researchers, such differentiation must also be taken into account when forming the assortment structure.

According to the degree of commitment to brands, consumers can be divided into the following groups:

– unconditional adherents are consumers who constantly buy the product of the same company;
– tolerant adherents are consumers who are committed to two or three product brands;
– fickle adherents are consumers who transfer their preferences from one brand to another;
– wanderers are consumers who do not show commitment to any firm.

It is advisable to use such a division of consumers when a product is bought with a short-term frequency, for example, once a week or a month.

The principle of economic differentiation of consumers is practically recommended to be carried out according to the level of income, and the presence of this or that property (car, real estate, etc.). One of the most common ways of such product differentiation, used in foreign markets, is the division of the assortment by price points. For stable markets, economic differentiation involves a combination of economic and semantic properties of products, and quantitatively has a well-established share of segments. Such a close combination of properties is not typical for our regions, where the level of income does not imply a single cultural basis and consumer psychology. Therefore, it is obvious that borrowing the Western structure of consumers is impossible.

A way of dividing groups of people according to their belonging to a particular consumer type is known as the scale of Values and Lifestyles (VALStm). This version of the classification was originally developed in 1978 by Arnold Mitchell of SRI International (formerly the Stanford Research Institute).

Within the framework of the VALStm system, resources are allocated, including a full range of psychological, physical and demographic potential, on which the consumer relies. The concept of resources includes education, income, self-confidence, health, desire to buy, intelligence and vigor.

Main part

Summarizing the information obtained as a result of the study, a block diagram of the formation of mentality has been drawn up. The proposed structuring can be used when planning the industrial assortment for the regions of the Southern Federal District and the North Caucasus Federal District. And only in the interrelation of all the above factors, it will be possible to assert the high stability of the financial results of the activities of shoe enterprises in the regions of the Southern Federal District and the North Caucasus Federal District, united in an innovation center.

The formation of a range of footwear, taking into account its competitiveness, is a complex process, carried out taking into account the action of a number of factors, the study of which should be based on an analysis of the existing footwear market, as well as on forecasting trends in social, economic and industrial areas.

The formation of the assortment is preceded by the development of an assortment concept by the enterprise. It is a directed construction of the optimal structure of high-quality footwear products, while taking as a basis, on the one hand, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise in order to produce products at low costs, and on the other hand, to meet the requirements certain groups of consumers, taking into account their characteristics and capabilities.

To create competitive high-quality products, shoe enterprises need to expand and update their assortment, ensure high dynamics of model turnover, increase the volume and increase the efficiency of model and design studies, the quality and satisfaction of the population with shoes.

When developing or updating the assortment, a shoe company must take into account not only its capabilities, but also the presence of competing companies on the market for shoes of a similar purpose, as well as the preferences of customers in certain market segments.

It is impossible to talk about the quality or competitiveness of shoes in general without taking into account the needs of buyers of a certain group in the markets of the corresponding type. Shoe markets are a heterogeneous collection of buyers with different tastes and preferences.

The activity of identifying potential groups of consumers of specific types of goods is called market segmentation. Segmentation focuses on differences in the behavior of different types of buyers (consumers) in their respective markets. For shoe companies, segmentation of customers is the basis for adjusting the existing structure of the assortment of shoes or for developing new models.

Thus, the segmentation of footwear markets is an important component and the beginning of work to ensure the competitiveness of modern footwear. Its practical significance lies in the fact that specifying the types of consumers creates the prerequisites for adjusting and updating the structure and assortment of footwear, improving technology and organizing production.

The shoe market is an integral element of economic relations, the main participants of which are, on the one hand, shoe manufacturers, and on the other hand, consumers. Footwear is one of the most complex groups of non-food products with a very diverse assortment as a product in this market.

Footwear is one of the most important goods produced by the light industry of the Russian Federation and imported from abroad. The degree of satisfaction of consumer demand, the profitability and profitability of organizations depend on the correct determination of the quantity and quality of models produced by shoe enterprises, on the competitiveness of the assortment. The result of the interaction of the constituent parts of the market (demand, supply, prices for shoes) is the possibility of supply to satisfy the demand for products at a specific price as much as possible.

As a result of segmentation, it was determined that the population of the two districts is unevenly distributed over the territory. The income of the population is much less than the average for Russia. When forming the assortment of footwear, one should also take into account the fact that a large proportion of the population is rural residents. In addition, it is necessary to take into account the national characteristics of the inhabitants of these regions, their traditions.

For the efficient operation of domestic enterprises for the production of competitive children's shoes, it is advisable to provide for the use of innovative flexible technological processes, the use of universal and multifunctional equipment, various methods of attaching the bottom of shoes, expand shoe production, production of technical equipment, accessories, production of auxiliary materials, which will significantly reduce the cost of its production and increase competitiveness not only in the markets of the Southern and North Caucasian Federal Districts, but also in the domestic markets of other regions of Russia, guaranteeing its stable demand and implementation, thereby ensuring a less painful and more effective replacement of one shoe model with another, guaranteeing the formation of new jobs within small and medium enterprises,that is, their social security.

When developing a strategy for the production of competitive leather products, the production of shoes will be organized using not only mechanized innovative technological processes using nanotechnologies, but, which is especially in demand for the regions of the Southern Federal District and the North Caucasus Federal District, the use of manual labor, which is due to the desire of manufacturers to satisfy the demand for exclusive products only for the elite, but also for the mass consumer. The assortment formation system includes the following main points:

- identification of current and future needsbuyers, analysis of how shoes are used and the characteristics of consumer behavior in the relevant market;
- assessment of existing analogues of competitors;
- a critical assessment of the products manufactured by the enterprise in the same assortment, but already from the position of the buyer;
- deciding which products should be added to the assortment and which should be excluded from it due to changes in the level of competitiveness; whether it is necessary to diversify products at the expense of other areas of production of the enterprise that go beyond its established profile;
- consideration of proposals for the creation of

new models of footwear, improvement of existing ones;

- development of specifications for new or improved models in accordance with customer requirements;
- exploring the possibilities of producing new or improved models, including issues of price, cost and profitability;
- carrying out tests (testing) of shoes, taking into account potential consumers, in order to determine their acceptability in terms of the main indicators;
- development of special recommendations for the production departments of the enterprise regarding quality, style, price, name, packaging, service, etc. in accordance with the results of the tests carried out, confirming the acceptability of the characteristics of the product or predetermining the need to change them.

Assortment planning and management is an integral part of marketing. Even well-thought-out sales and advertising plans will not be able to neutralize the consequences of mistakes made earlier in assortment planning. The optimal assortment structure should ensure maximum profitability, on the one hand, and sufficient stability of economic and marketing indicators (in particular, sales volume), on the other hand. For the strategic management of the production of in-demand products, it is necessary: to study the demand for manufactured shoes and, together with sales, production and supply specialists, develop solutions for removing models from production and updating the range; explore sales markets in different regions, and various forms of sales organization, study potential buyers; study the reaction of buyers to experimental batches of shoes in specialized stores; together with the planning and economic department, develop provisions on their own pricing policy, study the impact of sales prices for various regions, develop a policy of motivating wholesale buyers for order volumes, long-term contracts, etc.; predict possible changes in the situation and develop decisions on the strategy of behavior in the new conditions; coordinate conflicting requirements of production and marketing; organize and study the effectiveness of advertising activities. Achieving the highest possible profitability is ensured through constant monitoring of economic indicators and timely decision-making to adjust the range. The stability of marketing indicators is ensured, first of all, by due to constant monitoring of the market situation and timely response to changes, and even better - taking proactive actions. In addition, it is important that there are not too many product names. For the majority of Russian enterprises, the main reserve for optimizing the assortment is still based on a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that, in terms of sales, cannot even reach the breakeven level. As a result, the overall profitability falls sharply. Only the exclusion of unprofitable and low-profit items from the assortment can give the company an increase in overall profitability by 30-50%. so that there are not too many product names. For the majority of Russian enterprises, the main reserve for optimizing the assortment is still based on a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that, in terms of sales, cannot even reach the breakeven level. As a result, the overall profitability falls sharply. Only the exclusion of unprofitable and low-profit items from the assortment can give the company an increase in overall profitability by 30-50%. so that there are not too many product names. For the majority of Russian enterprises, the main reserve for optimizing the assortment is still based on a significant reduction in the assortment range. Too large assortment has a bad effect on economic indicators - there are many positions that, in terms of sales, cannot even reach the breakeven level. As a result, the overall profitability falls sharply. Only the exclusion of unprofitable and low-profit items from the assortment can give the company an increase in overall profitability by 30-50%. which in terms of sales cannot even break even. As a result, the overall profitability falls sharply. Only the exclusion of unprofitable and low-profit items from the assortment can give the company an increase in overall profitability by 30-50%. which in terms of sales cannot even break even. As a result, the overall profitability falls sharply. Only the exclusion of unprofitable and low-profit items from the assortment can give the company an increase in overall profitability by 30-50%.

In addition, a large assortment disperses the forces of enterprises, makes it difficult to correctly offer goods to customers (even sales department employees are not always able to explain the difference between one or another position or name), and disperses the attention of end consumers.

Here it would be appropriate to recall the psychology of human perception of information. The reality is that the average person is able to perceive no more than 5–7 (rarely up to 9) semantic structures at a time. Thus, a person, making a choice, first chooses these same 5-7 options based on the same number of criteria. If the seller offers more selection criteria, the buyer begins to experience discomfort and independently weeds out criteria that are insignificant, from his point of view. The same thing happens when choosing the actual product. If a person has a hundred practically indistinguishable (for him) goods in front of him, and he needs to buy one, he either refuses to buy, because he is not able to compare such a number of options, or prefers what he has already taken (or what seems familiar).

Thus, from the point of view of the buyer (to

ensure a calm choice from perceptible options), the assortment should consist of no more than 5-7 groups of 5-7 items, i.e. the entire assortment, from the point of view of perception, should optimally consist of 25–50 items. If there are objectively more names, then the only way out is an additional classification. It is generally accepted that the buyer needs a wide range. This widest range is often referred to even as a competitive advantage. But in reality, it turns out that for a manufacturer, a wide range of products is hundreds of product items, and for a consumer, 7 items are already more than enough. Thus, the consumer does not need a wide assortment at all, but the variety necessary for him. If the company is focused on a wide range, then it is enough to analyze sales to make sure that the leaders of sales are 5-10%. All other positions are sold very little, the demand for them is small, although the costs differ little from the costs of the top sellers. It turns out a situation where several items "feed" the entire wide range of the enterprise. And this is far from always justified from the point of view of ensuring the completeness of the assortment (favorite argument of sellers), i.e. presentation of various items to cover the maximum possible options for customer needs. In practice, it turns out that completeness is fully ensured, even if the existing assortment is halved or even tripled. The main thing in this case is to correctly classify all goods and ensure that the assortment includes goods from each possible group of this classification. Moreover, the more grounds for classification the company can identify, the more balanced the decision will be. So, the classification of goods can be according to the needs of customers, according to the functional purpose of the goods, according to the profit from sales.

Of particular importance in such a situation is the role played by certain positions of the assortment. For this, products can be classified into the following groups:

A - the main group of goods (which bring the main profit and are in the growth stage);

B - supporting group of goods (products that stabilize sales revenue and are in the stage of maturity);

B - a strategic group of goods (goods designed to ensure the future profits of the company);

D - tactical group of goods (products designed to stimulate sales of the main product group and are in the stage of growth and maturity);

D - a group of goods being developed (products that are not present on the market, but ready to enter the market);

E - goods leaving the market (which do not make a profit and must be removed from production, withdrawn from the market).

After that, it is necessary to determine the share of each group in the total volume of production. For a stable position of the enterprise in the assortment structure, the group of goods A and B should be at least 70%.

Thus, this makes it possible to evaluate the existing assortment set at the enterprise and, correlating it with the profit received, to assess the correctness of the assortment planning, its balance.

The implementation of the measures proposed by the authors will lead to the elimination of the deficit in domestic children's shoes, making them not only and not so much competitive and in demand, but most importantly - safe and comfortable for the child's foot, guaranteeing him protection from the formation of pathological abnormalities.

Man began to realize his rationality and its advantages much later than homo sapiens became. The understanding of rationality, apparently, occurred under the influence of the development of economic activity, and specifically, in that historical period when the process of diversification of socially important labor began - productive labor significantly pressed gathering, those who tamed domestic animals stood out from among the hunters for products of purely natural origin animals and managed them, and farmers, who were the first to experience the design potential of intelligence.

It is extremely problematic even now to build the desired result in the conditions of the dominance of the natural order that prevailed long before your appearance, and in the initial period of the history of human activity it was almost a hopeless business. Nevertheless, it was then that what can be defined as proto-planning or arch-planning was born. The man turned on the reserves of his rationality.

Rationality is the ability of a person, within the framework of systemic relations with the natural environment, to complete the animal (biological) form of subordination to nature not only by the art of adaptation, but also of transformation.

Planning arose in the process of mastering by a person those advantages that rationality provided him. And here it is necessary to clearly dialectically oppose rationality and consciousness as specific characteristics of modern man. Intelligence is predominantly a biological attribute, consciousness is its specific historical development in the conditions of the social form of human life, a kind of way to realize the potential of intelligence. In this connection, the systemic use of the concepts of "consciousness" and "reasonableness" is different. "Reasonableness" is included in the composition of consciousness as a tool for building the latter. Intelligence singled out a person from the totality of biological species, consciousness allowed him to develop into a modern person and build his human, social structure of relations, thanks to the ability to foresee and plan, and by planning,

Planning is an attribute of activity, one of its qualitative features. It is twice qualitative: both as a qualitative sign of activity, and as a measure of

measuring the level of perfection of activity. The art of planning shows the active side of homo sapiens. To a certain extent, this is a sign of the highest state of activity. Attempts to oppose planning and creativity are nothing more than a desire to limit the universality of planning, to simplify the nature of human intelligence. It is also wrong to oppose planning to freedom of competition. Both creativity and competition are ways of manifesting activity, therefore, all its attributes must be present in them. Another thing is that the general is realized through the special and, therefore, in its reality it is specific, concretized. S.V. Kovalevskaya ventured on an original solution to the problem of describing the rotation of a rigid body with a shifting center of gravity - aerobatics in mathematics, according to the Paris Academy of Sciences, accessible to her only by L. Euler and J. Lagrange, she planned her actions both objectively and in time, meeting the deadline . Even the ancestors of the current apologists for the fight against the planned economy, the pioneers of the development of the wealth of North American lands, the cowboys, who are considered to be free from everything, planned their actions within the limits of available knowledge.

In 2021, the growth of the world economy amounted to three percent, the EU economy added about 2 percent, and did not lag behind its Western neighbors and the Russian Federation. The indicators can be qualified as satisfactory, based on the conclusion of science that the basic indicator of social development in conditions of ecosystem tension caused by exploited technologies in industrial and agricultural production is the sustainability of growth, and not an absolute value.

A slowdown in the increase in production is perhaps undesirable within the framework of the present, existing being, but it is necessary as a temporary measure. It is more important for modern humanity to gain time, for nature to get hope that the global nature of the environmental problem can be dealt with without a global cataclysm. Both nature and humanity have reserves. Now it is important not to increase the pace of production development, but to have time in the “reserve time” to develop sparing technologies and rebuild production on them, especially materially and energy-consuming, with open cycles. The extent to which mankind turns out to be truly intelligent will depend on its fate. It looks like Homo sapiens is being tested for survival again, with the difference that this time he forced nature to test itself for viability. Climate change is already calling into question the advertised possibilities of technological progress to protect humans. Humanity as a whole does not yet feel this danger, but it already frightens the inhabitants of certain places, regions and continents; recently looked well.

Analysis of the situation is directly related to the Russian Federation. We also have to transition in a short time from the idea of the absoluteness of mass production and megalomania in the centers for the sale of goods to the relativity of subordinating the economy to the principle: "satisfy the needs of the buyer here and immediately." The manufacturer must know his buyer "in person", only then the production costs will acquire rational proportions and everyone will be satisfied: nature, producer, consumer. The functions of trade will also change, it will become an industry providing a direct connection between the consumer and the producer. The market will be forced to invest in science in order to have a real picture of the state of the market, to know the trends of the current movement of interests, consumer purchasing power, to be ready to quickly provide goods routes from “porch to porch”, solve logistics problems on the ground in real time. The "consumer society" will gradually return to the "production society", and public consciousness will again be closely linked to consumption with participation in production. Fake labor will be reduced - a product of the virtual part of "production", fake workers will be legalized and will work for their own future.

Big science, through system analysis, is called upon to determine the optimal rates of economic growth on the scale of national, regional, continental and global progress, and not a phantom "world government" acting in narrowly accumulative interests.

At the beginning of the third millennium, the most urgent question is: how to optimize the organization and management of production development in the priority of consumer interests and environmental safety.

The underestimation of the strategic scope of planning reveals the flaws that are born from the understanding of rationality, ultimately the flaws in the rational ability of those behind the attacks on the universality of planning. In relation to planning, one can easily trace:

firstly, the lack of panoramic thinking;

secondly, his ideological orientation towards the narrow format of utilitarianism as perverted pragmatism.

The ideological pluralism that replaced the communist ideology must be viewed critically. The right to work is not the same as guaranteed employment. With the right to work, you can remain unemployed and complaining has no legal meaning. Something similar is observed with ideological pluralism. The guaranteed right to adhere to the ideological concept that is closer to the values of your consciousness is blocked in the information society by ownership of the official and most significant sources of information in terms of resources. The Internet with its "toys" is portrayed as a competitive means of ideological monopoly, but in reality it is not. Ideological pluralism is fair to liken to a big river, for example, to the Don. A big river is not born, it is made

to it as how small rivers and streams flow into it, traces of which are dissolved. Rostov is on the Don, by and large, not on the Don, but on the totality of water sources united in the Don. But all these sources will remain nameless in Rostov. To the question: what kind of river? The answer will be short: Don, and he will be on the map.

In pluralism, as a rule, one thing dominates, reflecting the alignment of forces provided by economic interests and financial resources. Now the media, programs of general and vocational education, pop cultural practices induce the formation of a worldview in the direction of liberal values. At the same time, few people say that modern liberalism is not at all the democratic one, under the banner of which the Europeans stormed the strongholds of absolutism, and the bourgeoisie of the 18th-19th centuries won the historical right to build social relations required by the specifics of the capitalist organization of production.

The founders of political economy as a science - A. Smith, D. Ricardo, D. Hume, J. Sismondi relied on the systemic importance of labor in any production system, they were the first to realize the increasing importance of the qualification component of labor in connection with the scientific and technical equipment of the industrial form of labor organization , in which the reasonableness of human status is manifested. Capital, in order to reveal its potential, had to grow with freedom of advancement, and the freedom of movement of capital had a prospect only in the conditions of freedom of the subject of labor, his social independence, formalized in legislation and guaranteed by a new type of state. They were socially oriented liberals, the concept of "people" for them had a specific - historical meaning of the totality of people whose lives were determined by the development of production. From science

The revolutionary bourgeoisie emphasized the value of fairness in distribution - remuneration in any form should be tied to the quantity and quality of labor, the place in the management hierarchy of production. It is no coincidence that A. Smith drew attention to the fact that the correlation between the growth of labor productivity and remuneration is violated everywhere. In the spirit of the time, the Scottish scholar explained this by the moral fall of the owners. J. Sismondi in the well-known work "New Principles of Political Economy" (1819) argued in favor of the regulation of economic competition and the balance between supply and demand, initiated social reforms as the laws of production development. The classic of the 20th century, J. M. Keynes, was subsequently guided by his ideas.

The outstanding achievements of the classics of political economy should be attributed precisely to what scientists economists strive to carefully mask, standing guard over the interests of the current heirs of the revolutionaries - the bourgeois of the 18th - 19th centuries:

- the fundamental position in the production of that labor that can be concretely measured in the product produced;
- developing a theory of value in relation to such labor;
- freedom of the producer as a necessary condition for the development of production;
- the decisive factor in the development of production is labor productivity, and the improvement of labor productivity is due to the division of labor, which also facilitates the introduction of scientific and technological achievements into production;
- the goals of the economic movement are only partly within the development of production, the main goal is determined by the systemic position of production itself in the life of man and society. Production is a tool for solving problems of social and personal development, therefore, planning must be socially and culturally oriented.

It is curious that all the leading economists - theorists of the 18th - early 19th centuries were noted in the history of thought as philosophers. So far, no one has tried to explain this fact, apparently believing it to be insignificant. In vain. The combination of philosophy and economics in research turned out to be a tradition of the subsequent time - Proudhon, Dühring, Marx, Engels, Mill, Spencer, the list goes on. The essence of the explanation of this union is in the specifics of the epistemological and methodological purpose of philosophy and science. Philosophy focuses more on the discovery and definition of development problems, science - on ways to solve them. Hence the normativity of scientific knowledge. A. Smith and his contemporaries saw, first of all, the problems of the economic movement, that is, they showed their philosophical talents, then they took up their scientific understanding.

The need for planning in the economy was initially discussed exclusively in the context of its optimization, because planning was envisaged by the rational nature of the organization of production. Planning was a phenomenal expression of management, and management was an attribute of production. In the titles of numerous studies by D. Ricardo, which served as material for his heirs - worthy and dubious, there is no word "planning", but the content of the works is built as a superstructure on the process of planning the corresponding actions of the economic order. The British economist D. Ricardo was especially interested in pre-planning - a set of calculated operations of thinking that preceded planning at the stage of determining substantive actions - choosing the direction and nature of participation, and when evaluating results,

Neither S. Smith, nor D. Ricardo, nor Sismondi opposed freedom of economic choice to planning, and planning was not considered as an action incompatible

with economic freedom. They interpreted freedom within the framework of the political condition of life, that is, in the spirit of the ideological positions of the class, solving the historical task of changing the socio-political, economic and cultural system of social relations. It should be noted that a certain advancement was also characteristic of the methodological foundations of scientific research. They contained some limitations, but it is not difficult to see that these defects were actively overcome when it came to scientific calculations.

Unlike most of their descendants - the current academic economists, the classics of economic science sought to involve in economic analysis not so much mathematical methods and the narrow content of the concept as fundamental categories of economic science. Their talent built a theoretical basis for a science-specific analysis. In essence, the progress of scientific economic knowledge in the 20th century was a superstructure on this basis, and what turned out from above is more like the Leaning Tower of Pisa.

The intense discourse on the content of basic political economy concepts in the 19th century is not difficult to explain; the birth of something new in theory requires methodological advances. In order to understand what the mechanism of clock pendulums should be, Huygens had to independently supplement mathematical analysis in six directions. A. Smith, being a pioneer in economic theory, solved methodological problems and was unable to share the purchased labor with the spent labor. A. Smith's mistake was corrected by D. Ricardo, explaining that his predecessor had not noticed that the cost of goods should also include the costs of production and operation of equipment. At the same time, D. Ricardo himself did not consider the cost of producing raw materials.

Both Sismody, and Smith, and Ricordo estimated the value mainly by the ratio of things. The historically determined relations of people remained for them, as it were, on the sidelines. Hence the inconsistency in understanding the political essence of production relations, their class nature. For them, production was the stage on which the scenario of production unfolded as a relationship of partners. Some had capital, others knew how to make things. Everyone is part of the common cause. In such a combination, the political essence of the economy is reduced to the foundations of organization, development planning and distribution, that is, it is simplified to the level of special knowledge, moral responsibility and decency of participants.

What does the above have to do with the theory and practice of modern planning? Direct. The previous analysis serves as a basis for asserting that the effectiveness of the practical part of planning is directly dependent on the quality of theoretical understanding, which reflects the natural nature of the emergence and development of production. The quality of planning theory is determined by the methodology of its political and economic equipment. Planning reveals the level of depth of knowledge of the economic process that requires management, and the degree of rationality of managerial actions. The latter needs a special explanation.

Intelligence, as a phenomenon, has a twofold interpretation. In the philosophy of the past and in the new century, "reasonableness" was understood and is understood as an independent phenomenon that realizes the identity of thinking and being, for example, in Hegel the expression of this was the absolute idea; or is considered as a unique ability of the subject - the highest level of the ideal ability to reflect reality. The characteristic of such a level is determined by the adequacy of reproduction by thinking of what is happening outside it.

Reasonableness is a guarantee of the possibility of obtaining an ideal copy of objective reality. The task of thinking, which has reasonableness, is to transform the possibility into a corresponding result. The process of cognition - reflection of reality by thinking is natural, therefore it can and should be planned. Here the main condition for obtaining a product is to match the actions to the nature of the object. There are many obstacles on the way to the truth, connected both with the peculiarity of the planned action and with the specifics of the thinking itself. Thinking is capable of knowing the truth, but it is also characterized by movement in a false direction, which may be a delusion, or may be deliberate in order to fit the result of the fulfillment of someone's interests, to be a consequence of moral dishonesty.

Most of the vices in the search for correct solutions to economic problems have fundamental grounds, they are associated with a one-sided understanding of the functions of economic research, in particular, the sequestration of the political essence of economic science. Planning as a tool is considered on a utilitarian scale, which makes it possible to simplify the process, leaving out everything that is not directly related to production.

The essence of the economic transformations in Russia in the 1990s and their continuation in the “zero years” of the 21st century was to remove responsibility for social development from the economy, which meant opposing the economy to social policy. Politics is the business of the state and its institutions, and the new owners should only deal with production. In addition to what was traditionally considered non-economic, no less was added to what was also traditionally attributed to the economy. The new owners took all the addition out of the "staff", considering all this to support production, in other words, its infrastructure. Therefore, an oligarchic semblance of capitalism has grown up in our country: taking possession of the most economically profitable property with the help of the state, outright robbery through raider seizures,

Corruption is not abuse of office in one's own interests and not securing profitable economic projects for bribes, corruption is the fusion of business and government. Such a rich country as the Russian Federation could not become poor in ten years due to irrational economic policy, miscalculations of the planning organization. Poverty did not come for economic reasons, it was the result of the usurpation of power by political clans that expressed the economic interests of those who illegally became the master of national wealth. According to clearly underestimated statistics, at least 71 percent of the resources are currently controlled by one million owners, and 140 million cannot even count on the remaining 29 percent, because the economic “reforms” that began in the 1990s continue.

Economic violence was carried out under political and ideological cover. The democratic reformers have carried out a giant scam, masking their actions with the need to decisively fight against the centralized planning model. Realizing that their own practice and theory were doomed to failure, the initiators of the collapse of the socialist image of the economic system were in a hurry to have time to use the created people of a great country and scatter around the world, hoping to find shelter from its enemies.

The "scholarship" of the reformers was so high that it did not prompt them the most elementary - the idea of socialism had long ago become a political program, including government parties, from a ghost in different parts of the world. Socialism attracts by the fact that it expresses in a concentrated way the logic of social progress and the meaning of the systemic position of production. The concreteness of socialism reflects the specificity of historical time and national history. In the socialist orientation and organization of production, the systemic principle of social life is crystallized - the dialectic of the individual and society.

Society is a form of the reality of human existence, but the very reality of human existence exists and develops only thanks to the three hypostases of the individual. Social history begins with the personality, it is its main subject of advancement, and in it is the goal of social progress. Production is called upon to be the economic basis of social practice, aimed at creating socio-cultural conditions for the comprehensiveness and harmony of the human personality.

The economic policy that determines the image and purpose of planning may be different, but all this political and economic diversity ultimately decomposes into two series of actions. The first row is formed by those programs that express private interests and are focused on the social benefits of representatives of these groups. Typical cases of such economic plans are the political programs of Trump in the United States and Macron in France. These programs are real, but not historical. They concentratedly reflect one side of production - stimulating its growth, but the other side is not defined - the final goal of the systemic status of production. The systemic place of production in social progress is camouflaged. We repeat: production is a way of personal development.

Expressed in terms of the genius of Hegel, economic planning is divided into "real" and "reasonable", aimed at creating conditions for personal satisfaction with their development, and "situational", that is, beneficial to those social groups that create this situation in their private, and not historical interests. Such a reality is possible, but it lacks "reasonableness" that reveals the logic of social progress. Here you can get temporary and private satisfaction, for which all other generations will have to pay handsomely.

Actual history will certainly pave the way for itself through such kind of economic "obstructions". But the "tax" of historical logic on the illogicality of human economic activity is very high. When they say: “measure seven times, only then cut off,” then, in comparison with the “tax” on the unreasonableness of economic policy, this ratio seems modest. There are calculations showing that for every year of the "bazaar" - criminal-arbitrary planning practice - a country can pay with an eighteen-year restoration.

The “loafers” of the 1990s did not defeat the planned economic development on a national scale. They turned out to be more active than the "masters" of the 1980s, confirming the old truth: history requires an active attitude towards itself. Naturally, the difficult history of the Russian Empire and the USSR did not deserve the continuation described above. It was necessary to activate the economic status of Russia in a different way. Russia will have to spend a lot of effort and money to restore its international prestige. Politicians love to write about how bad Americans and NATO members deceived the first Presidents of the USSR and the Russian Federation. Analytical materials showing how Gorbachev and his company and Yeltsin and like-minded people deceived those in the world who looked with hope at the fate of socialism in the USSR and, not without reason, counted on an alliance with the new Russia, are much less common.

It would be interesting to go step by step mentally along the route of the "road map" of the reformers of the 1990s, if only to reason with their heirs, the current political liberals, who are not relenting after two decades. To follow how they were looking for a replacement for the former practice of economic planning, completely ignoring not only national identity, which could somehow be explained, but also the specificity of the historical process. In search of a possible model, domestic engineers-economists went through states from all continents. And, nevertheless, it is still not clear what should

happen after the "transition period" ends. What kind of economic order will we have to prepare for. The arrow is capable of taking us both to capitalism, however, here we are a century and a half late, and to socialism, which we seem to have renounced.

Despite the differences in particulars, economic reformers remain within the limits of a common goal - to clear the planning of economic construction from social aspects. If on the banners of the revolutionary bourgeoisie was written liberte, which gave the name to the liberals and demanded that the state grant civil liberties in full, then the liberals of the new generation want to gain freedom by eliminating the state from active complicity in the development of production through planning and control. They are trying to decentralize economic management, remove social responsibility from economic activity, forcing only the state to be socially responsible, while in every possible way preventing those actions of the state that lead to an increase in the social burden on economic profit. Essentially, liberal reformers are striving for a special freedom and privilege of their status within the state. Any objectively reflective analyst will see a clear historical illogicality: the founding liberals, who laid the foundation of the liberal ideology, clearly identified the main value of liberalism - equal freedom for all, as a necessary condition for social responsibility, and their successors in the 21st century are burning with the desire to be free enough not to bear responsibility for social progress. By and large, this is nothing more than a 180-degree turn to the model of social inequality. Social equality is built not only by the state as political subjects, but also by all other subjects of society. They are even more than the state, obliged by their social status to be responsible for the exercise of constitutional freedoms. It is easy to forgive redundancy in the liberal interpretation of the foundations of social relations for A. Smith, who is convinced of the system-forming status of morality, but after it became clear that morality has a historical form and is formed under the active influence of the economic basis, it is not a unitary entity - several varieties of morality, it is immoral to separate the economy from direct participation in socio-cultural improvement, positioning its progress as a self-promotion, to plan its cleansing from the socio-cultural burden. The idea of "infrastructure" is possible and expedient acquisition of science, but not in the case of economic movement. Human intelligence has its own special history, however, it is absurd to understand it apart from biological evolution and the sociobiological continuation of natural history. Before human rationality appeared as a special ingenuity of learned economists - liberals, infected with the idea of reformism, it itself was a derivative product of labor activity, that is, the formation of economic reality.

The real history of the mind is built into the history of the development of what was eventually called the economy by a natural-historical process, therefore, socio-cultural progress, revealing the potential of human intelligence, must immanently belong to the economic movement. The concept of "superstructure" characterizes not some artificial constructive addition to the main structure, it helps to understand the architecture of a monolithic structure. No matter how you depict the first floor and do not call the second the first, you will not be able to get rid of their structural unity - the second will be considered above the first and the second will be, thanks to the first: there will be no first, there will be no second. But the first without the second is quite independently real. Labor history has a natural beginning in the life of animals. It is in the animal world nature "worked out" the model of human reality and "understood" that without achieving a socio-cultural effect in such practice - psychological progress; transformation of quick-witted thinking into a conceptual one by developing an abstract ability; the formation of the significance of a holistic perception of the world based on imagination and the strengthening of the social value of responsible behavior, that is, the formation of rationality, labor will not be able to realize its potential. The history of labor, which has developed into the history of production, which has become the object of a special scientific analysis, which has given the subject of economic science, is the history of a single interdependent process consisting of labor activity and its sociocultural support. The problem can only be the extent to which the socio-cultural factor is economic? Trying to be smarter than everyone liberal economists turned out to be both above science and above the achievements of philosophical understanding of the reality of human existence. In the interests of business, they decided to reconstruct the logical construction of the system of social life that has developed historically. Simplify the basic part of the social structure - to separate economic activity from socio-cultural, regardless of either the objectivity of relations or the pattern of development. To this end, the reformers came up with a new scheme - to close the socio-cultural sphere to the state. regardless of the objectivity of connections, nor with the pattern of development. To this end, the reformers came up with a new scheme - to close the socio-cultural sphere to the state. regardless of the objectivity of connections, nor with the pattern of development. To this end, the reformers came up with a new scheme - to close the socio-cultural sphere to the state.

The state does indeed have such a function, but it is not the only responsible social entity. Rationality and sociality are immanent signs of everything that constitutes social life. An attempt to get rid of "super economic" burdens, referring to the need to rationalize and optimize the structure of relations - to change the immediacy of relations to mediation; economic policy - we are taxes to the state, it fulfills the socio-cultural responsibility for us - a typically selfish move. The

goal here is obvious, and, unfortunately, it is not to make production more perfect, but to pay less for the right to produce, leaving yourself a larger margin. One example to illustrate: the first libraries, cultural institutions, in many places, schools in Siberia appeared only with the construction of the railway and with the help of the railway. Railway builders and railway managers considered such activities not an infrastructure burden, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia got from reforming the management of railways in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed traffic along rocky roads, sections connecting settlements formed on the sites of large developments of forests, peat, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents, including railway workers. Railway builders and railway managers considered such activities not an infrastructure burden, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia got from reforming the management of railways in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed traffic along rocky roads, sections connecting settlements formed on the sites of large developments of forests, peat, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents, including railway workers. Railway builders and railway managers considered such activities not an infrastructure burden, on the contrary, for them it was the messiah of a new mode of transport. Compare what Russia got from reforming the management of railways in the 1990s-2000s: in the 1990s alone, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything, they closed traffic along rocky roads, sections connecting settlements formed on the sites of large developments of forests, peat, with the main passage; stopped the maintenance of the socio-cultural arrangement of residents, including railway workers. 1990s: only in the 1990s, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything; move; stopped the maintenance of the socio-cultural arrangement of residents, including railway workers. 1990s: only in the 1990s, the length of railways in the Russian Federation decreased from 87,200 km to 86,000. The reformers did not build anything; move; stopped the maintenance of the socio-cultural arrangement of residents, including railway workers.

Thousands of settlements, millions of people have lost a stable way out of their places to regional and regional socio-cultural benefits. Planning unfolded exclusively in the direction of the transition to full cost accounting, which meant one thing - "optimization of the economy" by reducing costs, first of all, "non-production", which included the socio-cultural complex. In words - in speeches and publications - the leaders called for the mobilization of reserves to create sufficient conditions for the development of "human capital", as the main resource for the progress of production, in reality it turned out to be completely different. The bureaucracy did not deprive itself of the advantages of socio-cultural support. Full cost accounting in the Russian Federation during the period of complete transition to a new economy was presented in a planned context with the utmost simplicity: not so much to increase labor productivity through the scientific and technical equipment of production and the creation of socio-cultural conditions for the growth of human capital, but to “optimize” costs. Before the reforms of the 1990s, there was a long queue “for the driver”, the reform reduced it and led to a shortage. There are many places, especially in Siberia, Transbaikalia and the Far East, where the railway service would be completely depopulated if people had other work. Railways are our main national mode of transport. Russia, the USSR grew with railways, built them actively socio-culturally equipped, thinking about people. A socially and culturally equipped people is the No. 1 value in the state, even Catherine the Great complained: I would be glad to build an enlightened society, but we do not yet have an enlightened people. Railroad construction was planned from the 1840s; Nicholas I personally presented himself as a domestic Hamlet - he solved the problem: “to be or not to be” for railways. The court dissuaded the emperor, convincing him that revolutionary evil spirits would roll along the railways from Europe, and in general our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated for the country's railway future. The destinies of economics and culture were combined in economic policy back then, revealing the dialectic of interdependence in planning economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to redistribute state property among enterprising businessmen within 10 years only, relying on the full support and patronage of the state. "to be or not to be" railroads. The court dissuaded the emperor, convincing him that revolutionary evil spirits would roll along the railways from Europe, and in general our climate makes railway construction unprofitable. Scientists and entrepreneurs, cultural figures actively advocated for the country's railway future. The destinies of economics and culture were combined in economic policy back then, revealing the dialectic of interdependence in planning economic and socio-cultural interests. The reforms in Russia in the 1990s were economic in motivation and purpose, but in essence they were political reforms. It was possible to

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The result of the reforms turned out to be proportional to the new approaches to planning and management: the economy cannot recover in thirty years. The exception is the extractive industries, which have increased production, developing mainly deposits that have already been discovered earlier. In agriculture, they began to produce more grain, grain is an exported product. Construction was launched, but none of the chronic problems of the population has been resolved. The picture is consistent with the above analysis. Only export-oriented production is moving systematically. It is either owned by the oligarchs or under their real control. They are ready to provide the whole world with gas, but their population can not wait, especially away from the main pumping. The prices of gas and gasoline hurt those whom advertising ranks as the owners of energy resources. Statement: “Gazprom is a national treasure” irritates more and more Russians. Optimization in planning destroyed the system of organization of health care, education; forest fires became regular disasters, floods were added to them, significantly different from the usual and known for a long time. The authorities are trying to blame them on the "natural disorder" provoked by climate change, but few people already believe in such an explanation. The population migrates from the Far East, Eastern Siberia, Western Siberia is next, and some 50 years ago people actively went to these places to build, raise science and culture. BAM was built by the whole world, finances were limited, but they found money for social and cultural life, albeit on a modest scale. Optimization in planning destroyed the system of organization of health care, education; forest fires became regular disasters, floods were added to them, significantly different from the usual and known for a long time. The authorities are trying to blame them on the "natural disorder" provoked by climate change, but few people already believe in such an explanation. The population migrates from the Far East, Eastern Siberia, Western Siberia is next, and some 50 years ago people actively went to these places to build, raise science and culture. BAM was built by the whole world, finances were limited, but they found money for social and cultural life, albeit on a modest scale. Optimization in planning destroyed the system of organization of health care, education; forest fires became regular disasters, floods were added to them, significantly different from the usual and known for a long time. The authorities are trying to blame them on the "natural disorder" provoked by climate change, but few people already believe in such an explanation. The population migrates from the Far East, Eastern Siberia, Western Siberia is next, and some 50 years ago people actively

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Those who developed the plans understood from real experience the impossibility of implementing projects without something that serves the development of the individual, satisfies his cultural needs, and warms the soul. After all, people went to large construction sites from places inhabited and equipped. To the question: what's the matter? The answer is simple. At the described time of rise, with all the punctures and costs, the goal was universal - the well-being of the Fatherland. Of course, even at that time the benefits were not shared equally - there were both rich and poor, the main thing - the goal seemed to be the same and the opportunity to make a career was equally placed. They built and produced not for the pleasure of "golden paratroopers", they promoted the country and themselves along with it.

The liberal ideology of planning, which clearly dominates modern economic policy, reflects the objective state of a society that finds itself in a difficult situation of development, when the previous understanding of the political and socio-economic perspective, either could not overcome the emerging crisis, or, having realized its creative potential, required a change . In both cases, it was not without the participation of opposition forces claiming the right to resolve social contradictions.

The growth of globalization also affected the implementation of political and economic changes in domestic reality. Their foreign comrades-in-arms helped our “messionaries” to direct public consciousness onto the path of liberal ideology, but the essence of what happened in the 1990s was not conditioned from outside. A foreign policy conspiracy undeniably took place. It is evidenced by the collapse in energy prices of obviously artificial origin, and numerous promises of assistance that turned out to be false, and a demonstration of sympathy for changes and a willingness to share the accumulated ideological experience. In the late 1980s and the beginning of the new decade, the world was still two polar. In general, we never considered our competitors to be enemies. For us, they were adversaries. And suddenly the enemy appeared as a friend, ready to help in every possible way.

A metamorphosis in relation should have made one think: why such grace? The answer lay on the surface. New relations were offered for a change in the political and economic course, the beginning of which was supposed to be a radical methodological break. Gorbachev's "new political thinking" found objectification in "perestroika", which blurred the contours of the social guidelines for development. We went out of our way, instead of once again repairing it, as it was in much more difficult conditions. Suffice it to recall the NEP: socialist industrialization; higher education reforms that made it one of the best in the world; creation of optimal conditions for the development of science, mobilization of scientific and technical resources, which made it possible to prevent the third world war; the initiative to use atomic energy for peaceful purposes; space exploration program and much more. It was necessary not to “patch holes” in what had outlived its time, but on the previous methodological and socially oriented platform, to develop new options for socialist construction.

Capitalism, we repeat, by the 20th century completed its “classical” history and was forced to rebuild, refusing under compulsion what had once helped it quickly increase its advantages: the colonial system collapsed as a result of a long struggle for independence; wars with the aim of redistributing property became a dangerous business - they could return like a boomerang; had to accept the idea of peaceful coexistence; it was necessary to strengthen the social direction in economic policy; the question of the maximum load on the natural habitat arose sharply. There have already been different stages in the history of capitalism: the primary accumulation of capital; revolutionary activity; monopolization of capital; concentration and dominance of finance capital.

In nature, a biogenetic law operates, according to which representatives of a more perfect species in the process of their uterine development in an accelerated mode repeat the main stages of biological evolution. Thus, nature links the course of evolution, ensuring continuity and strengthening the strength of evolution. Something similar can be conditionally singled out in social history. At the turn of the 20th and 21st centuries, trying to become a capitalist is quite realistic, but it is very doubtful to become capitalism, to fit into the system of capitalism that has been formed for centuries as a socio-economic entity. The composition was formed, and the locomotives, designed to be the driving force, were at the limit of their capabilities. New "wagons" threatened to slow down the movement,

The capitalist perspective of the Russian Federation was enjoyed exclusively by domestic

liberals, who were blinded and stupefied by hatred for communist ideals. To them, even twenty years later, it seems that capitalism, and not communism, is the bright future of mankind. The metaphysical nature of liberal thinking is manifested in the desire to strengthen the positions of linearity of thinking in ideology, stop historical development at the level of the bourgeois organization of social relations, wrest the capitalist turn from the spiral of social progress and declare that at this stage the nature of the development of society has changed radically - the historical spiral straightened and became forever rectilinear movement. One could agree and accept their understanding as an option, if liberal reflection had an internal systemic form,

The liberal approach to the planning of economic activity, tearing the solution of economic problems out of the systemic nature of social relations, opposing the economy to socio-cultural improvement, leaves no grounds for compromise with the adherents of the liberal course.

A critical analysis of the liberal planning methodology provides sufficient material for a number of fundamental conclusions.

First of all, it should be noted the desire of liberals of the 21st century to methodologically simplify knowledge and social construction, including planning, and economic development. Actively involving the mathematical apparatus in economic science, turning to IT technologies everywhere, academic economists do not activate their own methodological resources of economic science. In comparison with what A. Smith, D. Ricardo, K. Marx, J. Mil, G. Spencer introduced into the methodology of economic knowledge and transformation, the methodological acquisitions of the 20th century look more like a deep depression of philosophical and scientific reflection. A small part of modern researchers continues to look for ways to advance in the direction of the dialectical and systematic approaches, being aware of the limited possibilities of the mathematical apparatus. Mathematics for economic research is an auxiliary part of the methodological equipment of the search for a solution to the problems of development identified by research experience. It is not even able to formulate the problem, its capabilities help to quantify the state of the movement of economic processes. Mathematical modeling is effective in terms of developing possible prospects for spontaneous and constructed processes, but it has never been “political mathematics”, unlike political economy.

We must heed the warning of K. Jaskers about the fundamental difference between the desire for simplicity of scientific thinking and simplification as a search for a way out of a complex scientific situation, sequestering its content. Simplicity is the path to true understanding, and simplification is a movement away from it under the guise of scientific similarity. A direct confirmation of this conclusion is the recognition in economic studies and projects of the "admissibility of speculation."

Speculative thinking is a well-known phenomenon that arises in philosophical reflection or in the course of scientific discourse. Its epistemological nature is well studied - the systemic assessment of individual aspects of the subject of thinking and, as a result, the absolutization of the meaning of these aspects. Mental speculation falsely reflects objective reality, so it can be qualified as a cost in the production of the required knowledge. Very rarely has speculation been the product of artificially inducing the process of cognition in the wrong direction. The “scientific permissibility of speculation” (by liberal economists) has a completely different epistemological mechanism of education, indicating that there is nothing related to postulates, delimiting the scientific way of cognition from non-scientific ones, in their thinking.

We must always clearly differentiate philosophical reflection, scientific thinking and non-scientific ways of knowing the world. The problematic nature of philosophical knowledge is logically compatible with the subjective costs of thinking. The falsifiability of philosophically identified problems is limited, since philosophical knowledge is conventionally standardized.

Scientific knowledge, on the other hand, must be subject either to strict verification or equally severe falsification. It does not reproduce in consciousness its attitude to the object (subject), it is, in content, a completely objectified process. Even the choice by the subject of thinking of a coordinate system, a reference point, etc. is regulated at all stages of cognition. When scientific knowledge is “enriched” by the “permissibility of speculations”, then such an addition testifies to one thing - the desire to modernize the post-non-classical stage of the history of science with something that has nothing to do with the current time or with scientific history in general. Allowing speculation not as a cost, but as a scientific phenomenon in the knowledge of economic movement, innovator economists want to squeeze a subjective action in nature into the chain of objective reflection of the developing reality, sliding into solipsism in perspective. Scientific knowledge is objective, the characteristic of the scientific nature of knowledge begins with objectivity, if economic thinking strives to be scientific, it must filter knowledge on the basis of objectivity. “The admissibility of speculation” is tantamount to its legalization in scientific knowledge. This is nonsense for legal sciences, logic, ethics, aesthetics, cultural studies, a negative phenomenon for historical science, political science, and sociology. As a fact of objective reality, speculation undoubtedly exists, therefore, scientific - economic, political science, psychological, legal interest in it is justified, however, it is one thing

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"Speculation", by definition (omitting its philosophical interpretation as "contemplation, speculation",) is "calculation, intent, based on something, using something for selfish interests." Therefore, law enforcement agencies should deal with speculation, it would be nice for them to pay attention to speculative manipulations, those who are looking

for justification for speculative actions in economic and political sciences. Political liberals, for example, make little secret of their desire for terrorists to bring into action those who are called the political opposition, then terrorism would be easily put an end to. So the United States and its partners have officially recognized the Taliban as an opposition political movement, that is, legalized, next in line are Al-Qaeda and ISIS, organizations banned in the Russian Federation. Speculators in economic science are no less dangerous in the context of social progress than advocates of terrorists. It's just that the effects of their negative impact on economic and socio-cultural development are not so psychologically resonant, besides, they have grown into the existing corruption scheme and look like their own to many.

The promotion of economics, as follows from the above, is not accidental. It is primitive, manipulative, controlled, it is not held by the "anchors" of the requirements for objectivity and essential reflection of reality by scientific knowledge. Scientific knowledge opens up facts in order to understand the pattern of their existence, while economics describes the structure of facts in a scientific way.

The second main conclusion is no less obvious: on the platform of methodological simplification of scientific analysis, curtailment of the systemic approach and rejection of the dialectical way of thinking in favor of methodological anarchism and borrowing, liberal economic theory systematically lowers the epistemological and sociological status of the concept of "planning". The task here is as follows: it is necessary to simplify the concept to such a content that its scope of use opens up the possibility of a purely digital solution of all problems according to the program for optimizing the economic component. Planning must be a technically carried out action, free from social policy.

The main obstacle on the way is the growing demand of social progress for the effectiveness of economic construction. If we convert specifically the historical content of the current stage of social development into a purely economic process, that is, remove socio-cultural construction, “pushing” it to the state, then economic planning will be completely freed and will move forward, driven by the prospect of maximizing profits and absolutization of competition.

Liberals hide the growing contradiction of economics to everyone else. The day is not far off when mathematics will present its accounts to the liberal economists. Economists, mercilessly exploiting mathematics, do not give the expected results either in the development of production management or in mathematics itself, but in fact they devalue the value of mathematical analysis with their extremely low productivity. Another “lifeline” for economics was promised by political strategists who spoke in favor of the “digital economy”, replacing the concept of “production” with the concept of “economy”. Manufacturing will go digital. The economy has emerged, formed, and will continue to develop as a basic social instrument of social progress, which, in turn, has been and will remain the main factor in the development of people. The economy must have a human face. All other characteristics of her are derived from her humanitarian vector. That's just in the liberal - economic dimension, economic planning is consistently moving away from the satisfaction of personal development needs. It would not be so, it would not make sense to "teach speculation." Speculation is persistently tried to be presented as a necessary link in scientific thinking, and this is done in the interests of that minority that controls distribution, and does not produce a real product. Within the framework of artificially constructed relations in the superstructure of production, speculation has long been legally flourishing, but it is unnatural within the framework of the established system of production itself, where everyone, regardless of their position, is a participant and has the right to count on their legitimate share in the product produced. The order of distribution is determined mainly by property, and only then by the share of participation in the production of goods. The gap between the two realities - labor and property, the direct creator of the real product and its real owner, formed in connection with the regularity of the development of production and the social superstructure, opens up a real opportunity to supplement the objectively regular reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property. the direct creator of a real product and its real owner opens up a real opportunity to supplement the objectively natural reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property. the direct creator of a real product and its real owner opens up a real opportunity to supplement the objectively natural reality, the conditionally existing, virtual or speculative reality. It is she who is considered as a way of movement to property.

Speculation is a roadmap to the capital that may be sufficient to start a real business. And in this version, speculation has a real meaning, it can be a conditional fact of scientific research. But under the dominance of financial, essentially speculative capital, speculation has become a steadily autonomous variety of activity, divorced from the production of a real product. Speculation in the market is an excessive form of intermediary activity. It has already become an obstacle to the development of production. And so it began to concentrate the costs of the social movement. By and large, speculation has matured, blossomed, and outgrown the limits of the right-protected reality.

It is a typical phenomenon of that form of reality that slows down progress, having squandered the rationality of its action, and is subject to denial. However, everything will remain the same, because speculation has a reliable "roof" that protects it from political control, financial capital on a transnational scale.

So, historical logic requires that the planning of economic activity be carried out in a systematic form of expression, create optimal conditions for socio-cultural development and be stably oriented towards humanitarian results. Economic planning is conditioned by the solution of socio-cultural problems, therefore, economic planning models should be complicated, not simplified. An economic analysis of the situation prior to planning should be based on special scientific research and be conceptual. Deepening the epistemological and methodological equipment of economic reflection involves the active use of the requirements of dialectical thinking - the comprehensiveness of the involvement of historical dialectics and sufficient completeness of the analysis of the relevance of the involvement of historical dialectics, as well as the advantages of a systematic approach. Domestic specialists should keep in mind that foreign researchers also criticize liberal innovations, opposing them with an objective analysis of production development trends. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book The New Industrial Society, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book The New Industrial Society, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise. We have something to be interested in. Let us take, for illustration, the reasoning of the authoritative American specialist J. Galbraith. In his famous book The New Industrial Society, he critically traced the history of the contemporary industrial system of the 20th century, which subjugated the formation of social relations and the human personality itself. As a result, J. Galbraith came to the conclusion about the need for radical changes in it, but not those that the liberals advertise.

J. Galbraith compared the development of industrial systems according to two, significantly different scenarios, planned, which liberal economists identify with socialist management, and market, regulated through competition. The last liberals always cite as an example, as the ideal embodiment of economic freedom. Based on the experience of the economic history of the two-thirds of the twentieth century, which included both the rise and the "great depression", peacetime and wartime, the American scientist showed that economic progress does not contradict the planned activities of the state through the analysis of economic processes in the format of social and personal changes. J. Galbraith convincingly demonstrated the limitations of the liberal concept of economic freedom.

The conclusions of J. Galbraith are relevant for a correct understanding of what happened at the end of the 20th century and the early decades of the 21st century in Russian society, on the one hand, and for an adequate assessment of the futility in the scientific and practical aspects of the ideas of domestic liberals who turned into conservatives. The industrial system is dangerous because of the high level of its organization; it is increasingly turning into a gigantic mechanism, acting according to its own order, functionally engulfing the individual, subordinating his freedom to his organization. The industrial order, which is so important and beneficial for the development of production, becomes a trap for the progress of the individual, leads to a one-sided development of the individual - the formation of a technical man. The "specialist" displaces the individual from the goals of social development. Economists need a specialist sharpened by the technology and organization of production, personal development to liberal economists seems to be transcendent for the purposes of production. Production requires for its development not a person, but a knowledgeable and able to work specialist. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to dive into the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, displacing from the programs everything that contributes to personality development in order to focus the process on training a specialist in the direction. The personal model of education has given way to a competency-based one. Production requires for its development not a person, but a knowledgeable and able to work specialist. They build the functions of culture and education for the training of a specialist. You don't have to go far for arguments, there is no need to dive into the history of the United States, you just need to turn towards the modernization of domestic special education - secondary and higher, displacing from the programs everything that contributes to personality development in order to focus the process on training a specialist in the direction. The personal model of

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The United States experienced this reform back in the 1960s and, according to J. Galbraith, became disillusioned with the idea of training education for specialty training. Both in the field of foreign and domestic economic policy, J. Galbraith wrote, everything that is considered - and not without reason - as an automatically accepted or taken on faith position of people now called the "establishment" is being questioned. These mindsets need political leadership. This process of reassessment of tasks arose because the idea of liberal reform is no longer quoted. In the past, liberals have acted as economic liberals; reform meant economic reform. The goal of this reform was invariably repeated in hundreds of programs, speeches and manifestos. Production must rise; income must rise; income distribution should be improved; unemployment must be reduced. This was what the program of liberal reformism was for decades. Even the ten biblical commandments are less known and, of course, to a much lesser extent put into practice than these requirements ... The role of a liberal reformer does not require effort, it is not associated with any fierce disputes, scandalous strife, no one has to be persuaded and persuaded. It is only required to stand still and bow when the Gross National Product increases again. At the end of his book, J. Galbraith concludes: "The progress we are talking about at the present time (recall that the book was published in 1967) will be much more difficult to measure than the progress that is associated with the percentage of growth in gross national product or with unemployment rate. This is because the tasks which the industrial system sets itself are so narrow that they lend themselves to precise statistical measurement. But life is complicated. The definition of the concept of the prosperity of society should be the subject of discussion. We would like to complete the study of the methodology of production development planning by listing the monographs of J. Galbraith: "American Capitalism" (1952), "The Great Crash" (1955), "Affluent Society" (1958), "The Time of Liberalism" (1960). .), "New Industrial Society" (1967). It seemed that the author found a name for modern society, perhaps it was so, but when J. Galbraith revealed the essence of the "new industrial society", he realized that this society, despite its novelty, was outdated. What the future society should be, the scientist did not know, so he carefully defined the emerging society as a "prosperous society".

J. Galbraith corrected the status of economic science with the dynamics of welfare in society. As wealth grows, the role of economic research changes. When people are malnourished, poorly dressed, have no decent housing, and die of disease, those that contribute to the improvement of material living conditions turn out to be the first priority, economic ways to increase incomes must be sought - "the ways of saving the soul are most diligently sought by people with a full stomach." With a high level of income, problems other than physiological arise, and society is obliged to help its citizens solve them. The benefits of a comprehensive change analysis are significant, argued J. Galbraith. "Great as well – and growing over time – are the benefits of an analysis of change that goes beyond economics. This is explained by the fact.

J. Galbraith generally adhered to the "general line" of the modern interpretation of the subject and functions of economic science in the West. He delimited scientific economic research from political problems, the belief that their solution goes beyond the competence of economic science, is the prerogative of the authorities themselves. How fair his position is, we will not judge. Let us only recall: there was a post-war period of clear successes in capitalist construction, economic science was not relevant for an extended interpretation of the subject of its research, to be political economy, to explain economic inconsistencies with political relations; secondly, we note that J. Galbraith felt very uncomfortable, realizing that limiting, like liberals, economic analysis by a simple study of the dynamics of the economic characteristics of production, he drives himself into a dead end. To understand the system requires a systematic approach.

Globalization of the economy is a policy that uses the objective trend of integration of national economies. This is clearly seen in the example of the WTO. The WTO, on the one hand, stimulates the planned form of managing economic movement, on the other hand, it strictly regulates the possibilities of planning the development of the economy on a

national scale, subordinating national interests to global goals, the justification of which, from a scientific point of view, looks insufficient, politically biased. Meanwhile, having joined the WTO, the country is forced to accept the conditions of this, to a large extent, political game.

National economic development projects are increasingly loaded and adjusted not in the national interest, which has to be put up with as the costs of globalization. At the same time, it should be borne in mind that there is no alternative to integration. Homo sapiens exists as a universal species. The earth is his common home, development is a common interest, synthesizing biological evolution and socio-cultural arrangement.

When planning, it is necessary to proceed from the dialectical requirement of a comprehensive objective analysis of reality, once and the need to act together in the common interest, two. States have something to share, but you can't test history for strength, humanity has no other history and never will. Dialectics has opened up to us the range of confrontation, both practical and theoretical. The struggle is reasonable only within the boundaries of unity, therefore, contradictions should be filtered through the need to obtain a common result that corresponds to the laws of motion of the human reality of being.

Scientific knowledge comes with costs. The scientist's understanding of what is happening does not always occur in the form of true knowledge; delusion is a natural movement of any knowledge, it is important to have a critical attitude here. A scientist should not believe, he should doubt. J. Galbraith is an honest scientist, aware of the limitations of his scientific potential, he logically addresses the discussion, sees a way out of deadlocks and dubious judgments in scientific disputes.

K. Marx was careful about the mistakes of those who served science, believing that not politicians, but scientists are called upon to determine the paths of economic development. Politicians should create political conditions for solving economic problems, following the recommendations of scientists. J. Galbraith is absolutely right when he talks about the complication of social development and the need, in connection with this, to consider economic knowledge and planning in a new, broad sociocultural format. An American scientist with a similar methodological attitude fell out of favor with domestic reformers - liberals at the end of the last century, when the time of economic reforms was compressed, then there was already a train of vices of their actions. The idol of our liberals turned out to be Soros, a typical financial and political speculator. Speculators with no ideas found a speculator with ideas.

The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and manager, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is professional culture. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual, developed diversified and in harmony with their own, national and universal interests.

The formula for the harmony of the interests of the individual is extremely simple. It was discovered 2500 years ago by Confucius, and clarified by I. Kant, giving a rational look "the other person should not be a means for you." Summing up the thoughts of our great ancestors, let's say: the only reliable effective means of sustainable development of all manifestations of human life will be the achievement of mutually interested coexistence of people. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to a single goal - the satisfaction of the consumer's needs. Unfortunately, where are the reasons for such an anomaly, in what? Is this due to objective factors, whose resistance we have not yet been given to overcome, or are the braking forces still of inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

Answers to the questions posed must be sought in system analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The well-known naturalist D. Dan, following Charles Darwin, analyzed the meaning of competition and came to the conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection.

In economics and politics, many phenomena are known that contradict the nature and functions of

these spheres of public life. Practical development does not always coincide with historical logic. History, contrary to its rational basis - the history of the implementation of the activities of a reasonable person, often drives the reflection of the mind into a dead end. In this connection, a problem arises: if the history of the sociocultural activity of a "reasonable person" should be at least no less reasonable and logical than the individual mind of a person subject to chance incomparably more than the socialized mind of mankind, then how to explain the existence of social anomalies, a kind of "jambs"?

They are historical blind alleys from which we must regularly get out, or the product of the costs of underdevelopment of the organization of social relations and management, including here a limited knowledge of historical patterns. In other words, we have before us the riddle of history and should we determine where to look for the keys to its solution - in consciousness or in objective reality? What exactly to focus on? We don't have an answer that could be adequately substantiated. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness.

The rationality of the history of human activity could not but lay a logically expressed pattern, but the absence of extralogical processes in real history would look as if the script of history was written by someone in advance and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid on a ruler. He did this to emphasize that historical consistency requires a specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it non-linearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is true in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries in itself something new, as well as unresolved or limitedly resolved problems, left as a legacy to the passing generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationalities built from the contradictions of the rationality of human activity, in fact, the relative logic of that historical specificity that accompanies the historical ascent of the socialized Homo sapiens.

The 20th century confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rationally active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, needs must be manifested in thoughts, thoughts capture feelings, become convictions.

The improvement of production is due to the transformation of science into a direct productive force, technical progress, but the productivity and quality of productive activity depend no less on the moral factor - the attitude of a person to work. In this light, the Japanese mentality, developed by the original economic policy, linking the interests of owners and employees, is indicative. Its core is a national tradition dating back to the history of Confucianism. Confucius taught: "When running a state ... constant attention to business and sincerity in relation to people, moderation in spending and love for the people are necessary. And it is no less important to encourage people to work ... ".

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much testify to a sociocultural reorientation in a national format, but to the historical costs of developing a national culture. There, the vast majority of the population continues to listen to the words and reasoning of teachers. "Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they have been obtained illegally ..." How can a noble husband bear such a high name if he has lost his philanthropy? A noble husband does not part with humanity for an hour, it will certainly be with him: both in trouble and in worldly fuss.

To maintain the prestige of the company in Japan, the key phenomenon of the social form of life is actively used - the family, family traditions, accumulating the power of morality. The company is run by a family. Each member of the family, traditionally associated with the history of production, perceives the company and their work through the prism of family tradition, removing the burden of alienation of labor, inevitable in the conditions of exploitation. Exploitation itself is draped in a form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude to national culture, especially education, which is officially aimed at developing competencies needed by the employer.

Shoes, by their quality, by definition, should ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packed in them. With their help, the producer "entices" the consumer, like the flowers of plants, calling for insects, performing the work of pollination through consumption.

It is a mistake to simplify the cultural assessment of a product to the level of the aesthetic value of products. The cultural status of a product synthesizes both the culture of performance and the culture of consciousness of the manufacturer, who decides which materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Rising, we can easily rise to the very top - the culture of social consciousness. In some countries they do not steal, they consider deceit to be meanness, while in others everything is built on these vices, they are legalized, because they have grown into the national mentality.

The substitution of a philosophical understanding of the quality of a product by an economic one is natural for an economy aimed primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. In the same context, the desire to separate the economy from socio-cultural development should be considered. The idea that the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided by taxes from the economy, is gaining momentum, and most importantly, it is supported by the authorities.

Attempts to oppose this logic with the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process are ineffective. They are assigned the role of local public opinion, which has never been particularly solidarity. Philosophical systematic analysis of the quality and defects of its interpretation remains the lot of professional reflection.

It would seem that we are faced with a purely theoretical problem: what is the actual quality of a product and what does the system of qualitative properties look like in the characteristics of a product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the current concrete historical circumstances of social cultural development.

Simplifying the understanding of the quality of a product by reducing it to its properties that ensure the profitability of production, makes production, and not the consumer, a backbone factor in obtaining the “quality” of the product, which contradicts the quality of the developed economy of the “post-industrial”, “new industrial” and even “industrial” society. At the dawn of mankind, the consumer was happy with everything that could be produced. Production was the defining party in relations with the consumer. Today, the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The customer is always right!" involves determining the quality of the product by its consumer.

The economic dominant in characterizing the quality of goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois foundation of the existing economy, therefore, it will be defended both politically and ideologically. Moreover, in a certain sense it is interesting, in particular, to solve the problem of mobilizing the production potential to obtain a demanded product in significant volumes, although the very quality of such a product will be conditional, “economic”. The concept of "economy class" has received official recognition in the development of the concept of "produced for sale in Russia."

We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of a quality product that is in demand by the market, focusing on the economic content of quality. Having driven the movement of production into a dead end with economic models of quality, top managers, together with theoreticians-economists, who isolated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice in the production process.

Recognizing a consumer as an ally is tantamount to including him in the production policy development team, although formally, because he remains in the same position as a counterparty. In order to change the understanding of quality, it is necessary to start improving production from the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production.

Ultimately, at first, a compromise solution is also acceptable, justified by the possibilities of production and the need to move through the expansion of these possibilities. Now the buyer fundamentally remains a slave to the producer - the master and the political protectorate of the interests of big capital. The interests of the mass consumer are promoted by the tread of Japanese women, while the dominance of manufacturing by the interests of companies is marched by the parade of winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and is not yet foreseen.

The consumer with his interest as a product is theoretically not excluded from the development of strategy, tactics and advertising. Let's refer to B.S. Alyoshina: “For a quality strategy to be successful, both internal and external consumers must not only be satisfied and involved in the process that provides this satisfaction, but also take a direct part in the continuous improvement of the quality of this process” for this purpose improved the Kaizyo system; replacing it with a new edition of Kaizen.

Changes in the organization of quality management have revealed the advantages of those countries where the mass consumer, who is also the production worker, feels more comfortable, feels his complicity in the development of production. In the second half of the 1980s, Japanese companies received 40 times (!) more suggestions to improve the production process from their employees than US companies (40 million vs. 1 million). It is also indicative that over 90 percent of the proposals, one way or another, were used.

The ideology of quality is rebuilt to a new - consumer orientation is extremely reluctant and half-hearted. The ISO 9000 quality management system (in the Russian Federation - GOST R ISO 9000-2015) was introduced into world practice 30 years ago. Its initial position (No. 1): “Product quality is a characteristic managed object”, sets the general direction in understanding quality. Quality is a product of production. Paragraph No. 2 specifies the places of participants influencing the quality of the goods: "the goal of quality management is to create products of such a quality level that meets certain established requirements and needs." To make it clear whose requirements and needs we are talking about, at the end of the paragraph we read through a comma - “consumer requests”.

The interests of the consumer are taken into account, but on a residual basis. They are remembered last, "if the production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

In ISO 9000 - 2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: "Customer Orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product satisfies the quality requirements of buyers. The enterprise must understand their current and future needs, meet their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, and not to obtain a quality product. The quality of the enterprise, as before, is tested to maintain the quality of the organization of production. The interests of the consumer remain “for later”. All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Society for Supervision (TUV). In addition to them, numerous home-grown and joint ventures related to the certification of production and product quality offer their services on the quality management market.

Conclusion

The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. The crises of overproduction, which were classic for capitalism in the 19th and first half of the 20th centuries, have become history. They were replaced by financial systemic shocks. Specialists are looking for a panacea in a high-quality, smart, lean, lean economy. “Historical experience shows that with increased attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany at the end of the 1940s were overcome with the help of a state policy focused on improving quality.

In solidarity with the above analysis of the economic history of the second half of the 20th - the first two decades of the 21st centuries, we express our surprise at how it happened that when defining the latest social development through quality, the approach to understanding quality itself was not radically modernized. The totality of the meaning of quality implies a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of the activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude towards quality. It is required to orient the development of production towards internal - not introduced promises.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of incentives, that the true beginning of the new economic policy is. Encouragement, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action; tomorrow, the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. Remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person in work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in

principle this is just a double helix of social progress. A developed society is being tested as a condition for the development of the individual.

The formal logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, based on the awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus's classification) in each other. Now we are going through a historical stage of formal-abstract awareness by the individual and the subjects that determine the policy of the basic contradiction of development. The individual and the society, as it were, rub themselves together in motion, looking for points of mutual growth. Partially successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of nature management, solidarity in the confrontation with extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

A special place in this list should take the desire for a quality economy. The point here is that opposites, by definition, are mutually alienated. The dialectical opposites to which the individual and society belong are favorably distinguished by the fact that the unity in their relations is inherent in their emergence. It only needs to be brought to a general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating in detail the advantages of interaction. There is no other way to overcome alienation objectively embedded in the relationship of the opposites of the individual and society. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate that which is the real condition for your development. Under classical capitalism, alienation was a prerequisite for achieving the power of capital, and the very political organization of society adapted itself frankly to the provision of the bourgeois state. Democracy was adapted to the bourgeois social order.

The revolutions of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, a transition to post-classical capitalism. The dominance of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of its associative use in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They moved the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in labor has not been overcome, but development objectively (society) and subjectively (individual) was carried out through mutual movement. There were certain conditions for the removal of alienation. And the new approach to quality-consumer-production is a milestone on the way of convergence of the main subjects of public life. It will force to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to put social life "on the shelves."

A qualitative vector of economic development, of course, will require additional costs, but that's what the state with its economic instruments is for, in order to try to compensate for them. And the market will certainly react positively to a quality product with its activity.

In our view, the mere existence of private property in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of G. Hegel's alienation, apparently had in mind a certain way of organizing labor, associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent characteristic of it. One private property for exploitation is clearly not enough. As for the opposite private property, public (public), which is managed by the state and serves as a real subject of ownership, then it does not contain economic guarantees for overcoming alienation, which is not difficult to verify from the experience of domestic state monopolies.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, whose task is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is in place to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is reasonable is real, everything that is real is reasonable." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development, there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "actual existence" - "reality". These forms of existence are fundamentally different on the grounds. "Really existing" is based on the need to be its form, it represents an evolving reality. The “really existing” has passed the stage of its necessity, has ceased to be a development factor, has lost its relevance. It hinders the development process. Since

G. Hegel understood the development of thinking and society as a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively tailored "schedule". If you don't get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. E. Deming's "Seven Deadly Diseases" will fit into one - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of doing this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance to gain a stable position in the face of increasing competition in the market. Let us make one more addition - to the qualitative orientation of the development of production, and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of a demand for quality products. This need should be tested by responsibility to the consumer as to oneself. Ancient Confucius Wisdom: Treat others the way you want them to treat you.

So, what should be considered as the necessary conditions for achieving a fundamental change in relation to the quality of production of a truly high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer:

- the presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the commodity market. Otherwise, the market will not allow you to take a stable place on it;

- a significant increase in purchasing power. Achieving the level that allows you to select the right product. A quality product cannot, by definition, be cheap, but it can and should be made available through market mechanisms;

- a high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a deed that has dedicated one's life. Expanded education of consumers, their perception as subjects of a common cause;

- overcoming the feeling of conscious and unconscious alienation of the ability of the individual in labor and its products with the help of the following tools;

a) achieving a symmetry of the quality of work and remuneration;

b) reduction to a reasonable ratio of the difference in the amount of remuneration of managers and executors, the clarity of the grounds for such proportionality;

c) the dependence of remuneration on the dynamics of advanced training and participation in the improvement of the production process;

d) the full use of socio-cultural mechanisms to stimulate the individual to a general corporate movement, entry into command forms of movement.

e) sustainability of corporate activities;

f) priority of relations by type: "One for all, all for one". Active promotion of the command form of responsibility for the results of work;

g) organizing a systematic competition for the quality of work;

h) striving for national and international recognition of the quality and range of products produced;

i) formation of labor dynasties, participation in the distribution of profits;

j) understanding the quality of the product as a comprehensive assessment of the product;

k) awareness of the fact that it is the "little things" that reveal the perfection of quality, therefore, the little things should be treated as the building material of quality.

The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and

ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies conducted under the UN Development Program made it possible to measure the share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth comes from natural resources and the production structure. A quality-oriented strategy undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and to a more complete and comprehensive satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to the possibilities", together with the communist ideal, no one dared to openly and officially cancel, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is sustainably supported by both the internal forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

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Issue Article

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FEATURES OF QUALITY MANAGEMENT IN THE PRODUCTION OF PRIORITY AND DEMANDED PRODUCTS

Abstract: *In the article, the authors consider the relationship between the use of innovative technologies by enterprises and the provision of a stable financial position for enterprises with the formation of the properties of their products, which determine the satisfaction of the needs of the population in accordance with its purpose. We agree that such a formation of the properties of manufactured products is a guarantee for the consumer that they are in demand and of high quality.*

Key words: *quality, preference, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority assortment policy.*

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Introduction

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In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from their natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are completely independent of a person. "Secondary" signs, on the contrary, depend on human labor. It is labor that reveals or creates them, and therefore the quality of objects transformed by labor must be determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. As a result, the burden on the management process increases.[13]

Management is subject to the solution of the problem of sustainable production of a quality product. As in any task, here you need: [13]

- clearly define what "quality" is?;
- understand what is specific to the quality of the product?; [13]
- to understand how the "quality" of commodity production and its mass character are connected, to trace the mechanism of the interaction of qualitative changes with quantitative ones .; [13]
- reveal the systemic position of the problem of quality of mass productiondstva in the context of an emerging economy. [13]

Only after receiving answers to the above questions, we will be able to productively explore the problem: "How realistic is our desire to give the mass producer the need for the quality of the product result", in other words, "is it possible to sufficiently motivate the receipt of a quality product from within mass production?". So far, unfortunately, quality management is carried out by bringing into production ideas developed not in it, but in “pure” management theory. [13]

The interpretation of the quality of a product that has developed under the influence of economic rationality does not reflect the socio-cultural status of the product, at least, the product of the consumer series. It is advisable to look for a qualitative characteristic of a product intended for mass consumption at the junction of its industrial, household and socio-cultural merits. [13]

Moreover, it is desirable that the product not only satisfies existing needs, but also stimulates their cultural development, serves as a tool for the development of the consumer's personality. Human capital is involved in the creation of the product of production, and production is designed to contribute to the improvement of the individual. There is no other way to overcome alienation in the conditions of absolutization of private property and its distribution disproportionate to labor. Only giving creativity to work and rewards corresponding to creativity can be “removed”, in terms of Hegelian philosophy, the tension of alienation. The quality of goods in a broad sense can be considered as a factor of social progress and as a test of socio-cultural achievements of social development. [13]

In the definition of quality, the most common shortcoming is the lack of consistency. Quality is defined as a set of essential properties. The usual method of selecting such is the method of pyramidal arrangement of the properties of the object. Important, but not decisive, remain at the base, and as you climb to the top, a hierarchy of the remaining properties is formed. At the top, we get the sum of the main properties, which are included in the definition of the quality of the item. G. Hegel at one time wittily defined quality from the contrary - "quality is that, losing what, the object ceases to be itself." [13]

Following the example of the great thinker, let's define "shoes" as "clothing for the feet." How accurate is this definition? For shoes, probably yes. Not for the quality of the shoes. If you deprive shoes of the ability to be "clothing for the feet", then it really will not be a shoe. If, however, only the ability inherent in footwear is preserved, then the required quality of the product will be indefinite. “Clothes for the legs” can be dangerous due to the toxicity of the material, the means of fastening, and the construction that is inconvenient for movement. A formally constructed requirement for an item does not coincide with the quality of the item. It is significant as a prerequisite for the qualitative certainty of the product. To determine the quality of a product, one must proceed from its functional purpose. [13]

Legs, for which clothes are made in the form of shoes, are part of a living organism. These are not stocks and not the limbs of a corpse, also intended for certain clothes. Leg clothes will not be shoes until they receive sufficient evidence of their safety - hygienic, ergonomic, industrial, household. Quality is not a set of essential properties of a product, it is their system, the system-forming feature of which is indeed the ability to perform some formally most significant function. It is laid as the basis for determining the quality of a product, then “growing” the system itself, as a pearl in a shell is grown from a random grain of sand or the Periodic Table of chemical elements from atomic weight. [13]

G. Hegel was right in his definition of quality, it is always better to start with what is “in plain sight” in order to build up the definition later. There is an electron shell around the nucleus of an atom, and together they give the definition of an atom. In the definition, we lay the quality, revealing it later in the aggregate of concretizing properties.

From a philosophical point of view, the quality of an object, reflecting the diversity of the world, reproduces in itself this objectively existing objective difference. The quality of the product, especially for mass direct human consumption, requires additional clarification related to the manufacturer's responsibility for the safety of using the product. The quality of consumer goods is more complexly structured. Its definition includes a systematic arrangement of core competencies of technical and humanitarian importance. [13]

Main part

Shoes, by their quality, by definition, should ensure the interaction of two fundamental competencies - safety and comfort in use. The aesthetic properties of shoes are subordinated to them and packed in them. With their help, the producer "entices" the consumer, like the flowers of plants, calling for insects, performing the work of pollination through consumption. [13]

It is a mistake to simplify the cultural assessment of a product to the level of the aesthetic value of products. The cultural status of a product synthesizes both the culture of performance and the culture of

consciousness of the manufacturer, who decides which materials to use, in whose interests to act - the profitability of production or the needs of the consumer who trusts the manufacturer. Rising, we can easily rise to the very top - the culture of social consciousness. In some countries they do not steal, they consider deceit to be meanness, while in others everything is built on these vices, they are legalized, because they have grown into the national mentality.

The substitution of a philosophical understanding of the quality of a product by an economic one is natural for an economy aimed primarily at making a profit, increasing capital in private interests. The economic dominant in the quality characteristic has an ideological basis. In the same context, the desire to separate the economy from socio-cultural development should be considered. The idea, according to which the economic movement should be absolutely independent of political oversight and humanitarian functions, everything non-economic is provided by taxes from the economy, is gaining strength, and most importantly, it is supported by the authorities.

Attempts to oppose this logic, the common sense of social development as the progress of the individual and interpersonal relations within the framework of the social organization of the historical process, are ineffective. They are assigned the role of local public opinion, which has never been particularly solidarity. Philosophical systematic analysis of the quality and defects of its interpretation remains the lot of professional reflection.

It would seem that we are faced with a purely theoretical problem: what is the actual quality of a product and what does the system of qualitative properties look like in the characteristics of a product? In fact, when applied in practice, it grows into an ideological problem: how it is permissible to see the quality of a product in the current concrete historical circumstances of social cultural development.

Simplifying the understanding of the quality of a product by reducing it to its properties that ensure the profitability of production, makes production, and not the consumer, a backbone factor in obtaining the “quality” of the product, which contradicts the quality of the developed economy of the “post-industrial”, “new industrial” and even “industrial” society. At the dawn of mankind, the consumer was happy with everything that could be produced. Production was the defining party in relations with the consumer. Today, the market is considered the driving force behind the development of production. In the market, the initiative belongs to the buyer. Transition to the principle: "The customer is always right!" involves determining the quality of the product by its consumer.

The economic dominant in characterizing the quality of goods is clearly not modern in the philosophical sense, but it expresses the essence of the bourgeois foundation of the existing economy, therefore, it will be defended both politically and ideologically. Moreover, in a certain sense it is interesting, in particular, to solve the problem of mobilizing the production potential to obtain a demanded product in significant volumes, although the very quality of such a product will be conditional, “economic”. The concept of "economy class" has received official recognition in the development of the concept of "produced for sale in Russia".

We have already emphasized that for 130 years bourgeois economists have been creating models for the efficient production of a quality product that is in demand by the market, focusing on the economic content of quality. Having driven the movement of production into a dead end with economic models of quality, top managers, together with theoreticians-economists, who isolated the profile of their scientific interest from the socio-cultural goals of the production of material goods, were forced to recognize the consumer not as a market anti-subject, but as a partner, an accomplice in the production process.

Recognizing a consumer as an ally is tantamount to including him in the production policy development team, although formally, because he remains in the same position as a counterparty. In order to change the understanding of quality, it is necessary to start improving production from the interests of the consumer, reflect them in the properties of the product, and then think about how to optimize the organization of its mass production.

Ultimately, at first, a compromise solution is also acceptable, justified by the possibilities of production and the need to move through the expansion of these possibilities. Now the buyer fundamentally remains a slave to the producer - the master and the political protectorate of the interests of big capital. The interests of the mass consumer are promoted by the march of Japanese women, while the dominance of manufacturing by the interests of enterprises is marched by the parade of winners. The pace of movement is not comparable, there is no noticeable advantage in promoting the interests of the consumer and is not yet foreseen.

The interests of the consumer are taken into account, but on a residual basis. They are remembered last, "if the production reserves allow." In scientific and popular sources, one can find an explanation for this alignment of interests - technically complex products and their improvement are the lot of specialists. One gets the impression that specialists are not consumers.

In ISO 9000 - 2015, for the first time, the consumer appears at the very top of the list. The first principle of the QMS states: "Customer Orientation". It is the consumer who declares the properties of quality. The status of the enterprise depends on how the quality of the offered product satisfies the quality requirements of buyers. The enterprise must

understand their current and future needs, meet their requirements and strive to exceed their expectations.

But one should not rush to rejoice at the changes that have taken place. The quality management mechanism is still set to develop the quality of production technology, and not to obtain a quality product. The quality of the enterprise, as before, is tested to maintain the quality of the organization of production. The interests of the consumer remain "for later". All leading international quality management quality registrars are represented in the Russian Federation: Veritas, British Standards Institute, Lloyd's Registrar, Society for Supervision (TUV). In addition to them, numerous home-grown and joint ventures related to the certification of production and product quality offer their services in the quality management market. The problem is not in finding the organization you are looking for, but in

The dialectic of the market that unites the producer and the consumer is simple - they are opposites that exist exclusively in unity, therefore, it is necessary to look for a balance of interests of both subjects in order to give the production of quality goods a sustainable character that serves as protection against recessions and crises. The crises of overproduction, which were classic for capitalism in the 19th and first half of the 20th centuries, have become history. They were replaced by financial systemic shocks. Experts are looking for a panacea in a high-quality, smart, diligent, sparing (lean production) economy. "Historical experience shows that with increased attention to quality, a way out of crisis situations began in many countries. The large-scale crises in Japan and Germany at the end of the 1940s were overcome with the help of a state policy focused on improving quality.

In solidarity with the above analysis of the economic history of the second half of the 20th - the first two decades of the 21st centuries, we express our surprise at how it happened that when defining the latest social development through quality, the approach to understanding quality itself was not radically modernized. The totality of the meaning of quality implies a revision of the content of the concept of "quality" and a new look at the factors that ensure the actual quality of the activity and its product. The system-forming position of the quality factor in social progress also determines a new political attitude towards quality. It is required to orient the development of production towards internal - not introduced promises.

Quality management must come from need. It is in it, and not in rewarding for quality work in the form of incentives, that the true beginning of the new economic policy is. Encouragement, of course, no one is going to cancel, they are swapped with motivation. Today, encouragement encourages the required quality of action; tomorrow, the culture of a professional attitude to work will be completed with incentives. Movement is most productive precisely in the form of self-movement. External motivation is less effective. Remuneration should correspond to the quality of work and sustainably motivate work.

The change in the qualitative strategy of economic policy from incitement to quality production to the formation of a need for a quality product is not another attempt to revive economic romanticism and not communist nostalgia for the need of a cultured person in work, as it may seem to those specialists who have rebuilt from political economy to economics, reducing dialectical analysis to statistical, adapted to the volatility of modern production. We are talking about solving the system-forming problem of history - about the relationship of the individual to society and society to the individual, who is more impressed by which side of this contradiction, but in principle this is just a double helix of social progress. A developed society is being tested as a condition for the development of the individual.

The formal logical conclusion from the interdependence of the individual and society is obvious: it is necessary to build their relationship in harmony, based on the awareness of mutual interest, bringing interests to the degree of a naturally necessary need (according to Epicurus's classification) in each other. Now we are going through a historical stage of formal-abstract awareness by the individual and the subjects that determine the policy of the basic contradiction of development. The individual and the society, as it were, rub themselves together in motion, looking for points of mutual growth. Partially successful, there are many examples - mass production, freedom of access to education, sources of cultural development, political democracy, promotion of a culture of nature management, solidarity in the confrontation with extremist aspirations, joint use of scientific and technological achievements, strengthening the authority of the idea of tolerance.

A special place in this list should be occupied by the desire for a quality economy. The point here is that opposites, by definition, are mutually alienated. Dialectical opposites, to which the individual and society belong, differ favorably in that the unity in their relations is inherent in their emergence. It only needs to be brought to a general position by ascending from a formally necessary stage to an absolutely necessary one, loading the process with real content, demonstrating in detail the advantages of interaction. There is no other way of overcoming, objectively embedded in the relationship of the opposites of the individual and society, alienation. Through the quality of activity - to the quality of social improvement. It is unnatural to alienate that which is the real condition for your development. Under classical capitalism, alienation was a prerequisite for achieving the power of capital, and the very political organization of society adapted itself frankly to the provision of the

bourgeois state. Democracy was adapted to the bourgeois social order.

The revolutions of 1917 in Russia and the subsequent history of the USSR should be assessed not so much as national achievements, but as a turning point in the history of classical capitalism, a transition to post-classical capitalism. The dominance of private property and the advantages of capital remained intact, but significant changes took place in the social superstructure. Class antagonism gave way to social partnership. Access to capital has led to the emergence of various forms of its associative use in production. Cultural progress was accompanied by an interest in the quality of life, a change in this very concept. World cataclysms, no doubt, did not just frighten the peoples of Europe and Asia. They moved the consciousness away from the abyss of extreme interests in resolving contradictions.

The alienation of the individual in labor has not been overcome, but development objectively (society) and subjectively (individual) was carried out through mutual movement. There were certain conditions for the removal of alienation. And a new approach to quality - consumer-production - is a milestone on the path of convergence of the main subjects of public life. It will force to make adjustments to economic policy, return a systemic understanding of society, limiting the desire to sort out social life "on the shelves."

A qualitative vector of economic development, of course, will require additional costs, but that's what the state with its economic instruments is for, in order to try to compensate for them. And the market will certainly react positively to a quality product with its activity.

In our view, the existence of private property in itself in the variety of forms of its implementation is not a sufficient basis for alienation in the work of the individual. K. Marx, developing the idea of G. Hegel's alienation, apparently had in mind a certain way of organizing labor, associated with the absolutization of the domination of private property. Private property serves as a potential economic base for exploitation. But exploitation is not an immanent characteristic of it. One private property for exploitation is clearly not enough. As for the opposite private property, public (public), which is managed by the state and serves as a real subject of ownership, then it does not contain economic guarantees for overcoming alienation, which is not difficult to verify from the experience of domestic state monopolies.

One gets the impression that the economic grounds for alienation should be sought not in property, but in distribution. Economic contradictions are insurmountable, but they allow management, whose task is to control the nature of contradictions, to keep them within the limits of insignificant, acceptable differences that do not test the existing unity of production for historical expediency.

It is in place to recall one more observation of G. Hegel, recognized by F. Engels as the most important in understanding the dialectics of development: "Everything that is reasonable is real, everything that is real is reasonable." G. Hegel was able to discover the grounds for the need for systemic transformations of social relations, including economic ones.

In development, there are two states that are perceived in the form of existence, but differ within the general status of their manifestation - "real existence" - "reality" and "actual existence" - "reality". These forms of existence are fundamentally different on the grounds. "Really existing" is based on the need to be in its form, it represents an evolving reality. The “really existing” has passed the stage of its necessity, has ceased to be a development factor, has lost its relevance. It hinders the development process. Since G. Hegel understood the development of thinking and society as a movement towards absolute rationality, he identified the necessity of the real with reality.

You can, of course, squeeze every last ruble out of the developed assortment and established production technology. Question: Should it be done? Time moves forward in a certain mode, "in its own way", objectively tailored "schedule". If you don’t get into the rhythm, you fall behind, you stop meeting the changed requirements. The art of management - production management is no exception, consists in the ability not to "fall out" of modernity, then you will always do it in accordance with reasonableness. Intelligence will protect you from most problems. E. Deming's "Seven Deadly Diseases" will fit into one - not to fall out of the time cycle with the definition of the product and the organization of production.

Only those who are able to mobilize human capital and correctly concentrate financial and technical resources on solving this problem are capable of doing this. Without the ability to control the "pulse" of time - to understand the specific economic and socio-cultural situation, the state of consumer interests, the real possibilities of production, there is no chance to gain a stable position in the face of increasing competition in the market. Let us make one more addition - to the qualitative orientation of the development of production, and the general conclusion will become clear: the path of economic rationality lies through the creation of real conditions for the formation of a demand for quality products. This need should be tested by responsibility to the consumer as to oneself. Ancient Confucius Wisdom: Treat others the way you want them to treat you

The concreteness of achieving rationality in modern, qualitatively oriented production is in the solidarity of human capital:

- internal solidarity of producers, their need for quality;
- external solidarity with the consumer, taking into account the interests of the latter;

• solidarity in understanding quality based on a combination of economic and socio-cultural approaches;

• consistency and balance of the economic policy of the state in terms of market orientation, inducing the interests of quality in the development of the market by the tools of the economic mechanism.

We have tried to define and summarize the basic conditions for achieving solidarity. As far as the analysis of literature data allows us, this is done for the first time, so clarifications and additions will be received positively.

So, what should be considered as the necessary conditions for achieving a radical change in relation to the quality of production of a truly high-quality product - the transition from the stage of external audit to the stage of internal guarantee, which is formed through the formation of the need to create a product of the required quality by the consumer.

1. The presence of competition in the market of high-quality professional labor, so that there is a clear understanding of the need to work in accordance with the needs of the commodity market. Otherwise, the market will not allow you to take a stable place on it.

2. Significant increase in purchasing power. Achieving the level that allows you to select the right product. A quality product cannot, by definition, be cheap, but it can be made available through market mechanisms.

3. A high level of professional training of producers, provided on the basis of the formation of a professional culture and national identity. The main thing should be the education of attitude to work as a deed that has dedicated one's life. Expanded education of consumers, their perception as subjects of a common cause.

four. Overcoming the feeling of conscious and unconscious alienation of the ability of the individual in labor and its products with the help of the following tools:

4.a. Achievement of symmetry of labor quality and remuneration.

4.b. Reduction to a reasonable ratio of the difference in the amount of remuneration of managers and performers, the clarity of the grounds for such proportionality.

4.d. Dependence of remuneration on the dynamics of advanced training and on participation in the improvement of the production process.

4.e. All-round use of socio-cultural mechanisms to stimulate the individual to a general corporate movement, entry into command forms of movement.

4.f. Sustainability of corporate activities.

4.g. Formation of relations according to the type: "One for all, all for one." Active promotion of the command form of responsibility for the results of work.

4.z. Organization of a systematic competition for the quality of work.

4.i. Striving for national and international recognition of the quality and range of our products.

4.k. Formation of labor dynasties, participation in the distribution of profits.

4.l. Understanding the quality of the product as a comprehensive assessment of the product.

4.m. Awareness of the fact that it is the "little things" that reveal the perfection of quality, so the little things should be treated as the building material of quality.

The internal life of an enterprise consists of a large number of different activities, sub-processes and processes. Depending on the type of enterprise, its size and type of activity, individual processes and actions may occupy a leading place in it, while some processes that are widely implemented in other enterprises may either be absent or carried out on a very small scale. However, despite the huge variety of actions and processes, there are five groups of functional processes that cover the activities of any enterprise and which are the object of management by management. These functional groups of processes are the following production; marketing; finance; work with personnel; accounting (accounting and analysis of economic activity).

The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that wins from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and head of the enterprise, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

We all wish ourselves and our neighbor success in life, and we associate this with happiness. We explain this state more often - by external factors: luck, luck, support. Less often - internal - personal qualities.

Judging by the interest in various kinds of testing, expert assessments, the question generally remains open: what determines success in life?

Often subconsciously we feel our inefficiency, but, not understanding the origins, we react to this in different ways: some with even greater frenzy pounce on the hateful work, others no less zealously begin to conflict with others, blaming them for their failures. Success is usually associated with the fact that the more you produce, the more you do, the higher your efficiency, your success. They are very often confused (and sometimes even consciously) with performance, forgetting or not knowing that any result will be effective if it is not commensurate with costs.

The production of thoughts and things, with the positive interaction of a person with the world, obeys the general law of Nature: existence is possible only on the condition that the income of energy must be greater than its consumption. True efficiency is a function of its two constituent elements: the result achieved (P), as well as the resources and means (PC) that allow it to be obtained: let's remember the fable about the peasant and the goose that lays golden eggs .... Efficiency lies in the balance of its components, i.e. "P / PC = MEASURE". Indeed, if you adopt a behavior pattern that focuses only on golden eggs and neglects the goose, you will soon be left without the resources that produce these golden eggs. On the other hand, if you only care about the goose, forgetting about the golden eggs, you will soon be unable to feed yourself and the goose.

So, the effectiveness of the activity lies in the commensurability of the result with the resources and means: "P / PC = MEASURE".

The resource of an enterprising person is the whole world around him, but first of all he himself.

The personal resources of a person in his mind and character, in the skills and abilities of interacting with the world.

There is a Pareto rule: 20/80. If we try to use it in our case, we get the following. In relation to an individual, this is: 20% of actions and thoughts give 80% of a positive result. It is amazing the persistence with which a person, who has been dissatisfied with the result for decades, repeats monotonous actions, but at the same time he never has the thought: “But am I doing something wrong!? Or is something wrong!?” It is very easy for a person to get used to performing dull, hard physical or monotonous intellectual work, and it is very difficult for him to look at himself through the eyes of a researcher, through the eyes of a Master.

They say: “situations change a person”, but only the Master in them deeply experiences what is happening, is their active participant. The situation for the Master is filled not only with novelty, but also with meaning, in it he finds differences, changes, points of growth. He sees his purpose in her. The problem arouses in him a sense of rivalry, a sense of readiness and mobilizes all his forces, which, with such an attitude, only multiply with each positive decision. We learn from our mistakes, but he doesn't have any mistakes, he only has experience, positive experience.

It is the Masters who make up those 20% of people who account for 80% of success. And so our eternal problem looks like a dilemma: either you become a Master, or you spend your whole life chasing the ghost of twenty percent success in the "collective" of the eighty percent crowd. And the question sounds justified: will we become the master of our destiny with the internal resource of the Master?

The developed strategies and lines of behavior can be assessed as productive or unproductive, depending on their relevance to the situation: let us recall the tale of the fool, the peasant and the goose that lays golden eggs.

The technical term for thinking styles is query modes. Query modes are a basic set of purposeful methods for compiling a picture of the world. They are built on previously acquired preferences, learned values and views of the world - concepts of the world and the nature of reality, which are related to the map as a system of landmarks used in movement.

To succeed in learning, it is enough just to start working with the material, try it without any prejudice, and reinforce its assimilation with appropriate exercises.

In any "masterful" skill or action, we can find a certain "strategy". His strategy of the Master includes a series of thoughts and actions leading steadily to success.

The cherished goals are the measure of success. The choice and achievement of a goal (dreams, hopes, desires, and specific goals can be considered among them) can be considered the most important components of the human experience. In addition to feeling satisfied with the success achieved, choosing the right goal can literally change our lives. Usually the desired is achieved due to personal qualities. It is individuals who turn clear goals into motivation, self-confidence, perseverance and other human qualities that steadily lead to success. One of these qualities is undoubtedly ambition.

The activity of the imagination and the development of the will are undoubtedly far more beneficial than overtime work.

Behavior has a purpose because it must lead to a certain outcome, and we interpret our actions as aimed at a certain outcome. We ourselves attach importance to them, although sometimes we do this only after, "in retrospect."

Even in those cases when we act without being aware, we still have a fundamental motivation - an unarticulated goal.

Consciously and accurately formulating our own goals, that is, a “well-defined result”, increases the chances of turning our desires into appropriate actions on the path to success. Let's analyze this in the context of a general movement towards excellence, namely:

1. Decide what you want (formulate and set a goal).
2. Do something.
3. See what happens.
4. If necessary, change the approach until you achieve what you want.

Setting the right goals means being able to "correctly formulate the result." The main principles for the formation and selection of their goals are:

1. Choosing goals that deserve to be achieved.
2. Choosing a goal that you can achieve on your own.
3. Formulate your goal in affirmative terms.

4. Express your goal accurately, in sensory terms.

5. Match your goal to the situation.

6. Soberly assess the consequences of achieving your goal.

Perhaps we have begun to understand that if we want to change something, then we must begin the change with ourselves. And in order to change ourselves effectively, we must first change our perception.

Our personal resources and means (RS) can be described using four dimensions of human nature: physical-volitional, spiritual, intellectual and socio-emotional:

Physical - volitional: physical exercises, nutrition, management of stressful situations intellectual:

imagination, reading, planning, writing socio-emotional: inner security, empathy, service, synergy, spiritual dimension:

clarification of values, adherence to them, study and meditation.

Effective skills are well-learned principles and behaviors. To turn something in your life into a skill, you need three components: knowledge, skill, desire.

Knowledge is a theoretical paradigm that defines what to do and why. Skill determines how to do it. And desire is motivation - I want to do it.

If one day we command that from now on our behavior depends on our decisions, and not on the surrounding conditions, then the very first skill necessary for the beginning of self-development of a personality is about activity. By pro-activity one should understand, comprehending it as a fact, that by initiating what is happening, subordinating feelings to our values, we are responsible for our actions and, above all, to ourselves. The behavior of an active person is a product of his own choice, he does not look for "guilty" for his actions and for their results. In this case, he asks himself, and looks for the answer in himself.

Stephen R. Covey believes that in order to achieve personal victory - victory over oneself, a person needs at least two more skills, in addition to "Be proactive" (1): these are "Start with the end in mind" (2), and " First, do what needs to be done first ”(3). If we have already quite clearly defined the meaning of the goal in our activity, then we still need to figure out the third skill. In this case, we mean the need to manage our time, clearly presenting the degree of importance and urgency of those cases that we plan for execution.

Abstracting from individual private aspects, we can say that the main components of any enterprise are the people included in this enterprise, the tasks for which the enterprise exists, and the management that forms, mobilizes and sets in motion the potential of the enterprise to solve the tasks facing it. . Based on this understanding of the main components of the enterprise, it can be defined as a systematic, conscious association of people's actions, pursuing the achievement of certain goals. In the event that there are established boundaries of the enterprise, if its place in society is determined, the enterprise takes the form of a social cell and acts as a social institution. Such enterprises are both private and state enterprises, state institutions, public associations, institutions of culture, education, etc. If the enterprise is not institutionalized, then in this case we are talking about the organization as a process. For example, it could be organizing a rally. In this consideration, the organization rather acts as a separate management function.

Any enterprise can be represented as an open system embedded in the outside world. At the input, the enterprise receives resources from the external environment; at the output, it gives it the product created at the enterprise.

Therefore, the life of the enterprise consists of three fundamental processes:

- obtaining raw materials or resources from the external environment;
- product manufacturing;
- transfer of the product to the external environment.

All three of these processes are vital to the enterprise. Management plays a key role in maintaining a balance between these processes, as well as in mobilizing enterprise resources for its implementation.

When we say that an enterprise is functioning, we mean that within its framework people carry out certain actions aimed at both interaction with the external environment and internal organizational interaction. The first type of interaction is the role-based functioning of the enterprise. Here the function appears in its social interpretation and is part of the general role that any enterprise performs in the system of society, i.e. in a higher enterprise level system.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is the professional culture, which must be nurtured by the head of the enterprise. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual, developed diversified and in harmony with their own, national and universal interests.

The formula for the harmony of the interests of the individual is extremely simple. It was discovered 2500 years ago by Confucius, and clarified by I. Kant, giving a rational look "the other person should not be a means for you." Summing up the thoughts of our great ancestors, let's say: the only, reliable, effective means of sustainable development of all manifestations of human life will be the achievement

of mutually interested coexistence of people. With regard to the production in general and consumer goods, in particular, the conclusion is even more simplified to the creation of technical, economic and humanitarian (sociocultural and psychological) conditions in a particular production, aimed at a high-quality, popular and affordable product. The organization of production can be considered reasonable only if it is subordinated to the sole purpose of producing products that are in demand by consumers.

Where are the reasons for such an anomaly, in what? Is this due to objective factors, to overcome resistance, whose strengths we have not yet been given, or are the braking forces still of an inertial nature, inherited from us, introduced in the course of modernization and we are able to deal with them, and not with the consumer on the market? What are our reserves?

Answers to the questions posed must be sought in system analysis, which requires an appeal to scientific and philosophical theory. One should not be afraid of the tension of thought-creation. The well-known naturalist D. Dan, following Charles Darwin, analyzed the meaning of competition and came to the conclusion that competition in the struggle for existence is not limited to greater and better adaptation to circumstances, it strengthens the nervous system and develops the brain. So let's start with philosophical reflection.

Quite a few phenomena are known in economics and politics that contradict the nature and functions of these spheres of social life. Practical development does not always coincide with historical logic. History, contrary to its rational basis, does not always coincide with the history of the implementation of the activities of a reasonable person, often drives the reflection of the mind into a dead end. In this connection, a problem arises, if the history of the socio-cultural activity of a “reasonable person” should be at least no less reasonable and logical than the individual mind of a person subject to chance incomparably more than the socialized mind of mankind, then how to explain the presence social anomalies, a kind of "jambs"?

They are historical blind alleys from which we must regularly get out, or the product of the costs of underdevelopment of the organization of social relations and management, including here a limited knowledge of historical patterns. In other words, we have before us the riddle of history and we should determine where to look for the keys to its solution - in consciousness or in objective reality? What exactly to focus on? We don't have an answer that could be adequately substantiated. Moreover, it seems to us that it would be more legitimate to study the nature of this problem in parallel - both in social life and in public consciousness.

The rationality of the history of human activity could not but lay a logically expressed pattern, but the absence of extralogical processes in real history would look as if the script of history was written by someone in advance and the one who invented it continues to orchestrate the course of the historical movement. N.G. Chernyshevsky compared history with Nevsky Prospekt, laid on a ruler. He did this to emphasize that historical consistency requires a specific awareness. History is comparable to the order of movement in the physical space of being, but it is located in it non-linearly.

There are no straight lines in nature - they are conditional and exist as intervals-segments of movement. The same is true in the development of society, it is reasonable to the extent of historical concreteness. And each historical concreteness carries in itself something new, as well as unresolved or limitedly solved problems, left as a legacy to the coming generations. Historical logic stumbles upon the imperfection of historical concreteness and will be better understood as a sequence of concrete historical rationalities built from the contradictions of the rationality of human activity, in fact, the relative logic of that historical specificity that accompanies the historical ascent of the socialized Homo sapiens.

The 20th century confirmed the idea of historical materialism in its Marxist interpretation. The development of social life is based on the movement of material production, the connecting element of which was originally a rationally active person. Human history grew out of labor, but the current state of labor became possible only at the stage of homo sapiens, which means the following: production serves as the basis of social progress when it finds its expression in human rationality. To be a real force, production must correspond to the needs of people, the need to manifest itself in thoughts, while thoughts capture feelings, become convictions. [14]

The improvement of production is due to the transformation of science into a direct productive force, technical progress, but the productivity and quality of productive activity depend no less on the moral factor - the attitude of a person to work. In this light, the Japanese mentality, developed by the original economic policy, linking the interests of owners and employees, is indicative. Its core is a national tradition dating back to the history of Confucianism. Confucius taught: “When running a state ... you need constant attention to business and sincerity in relation to people, moderation in spending and love for the people. And it is no less important to encourage people to work ... ".[14]

In Japan, China and other countries of the East, one can find examples of moral disorder, but they do not so much testify to a sociocultural reorientation in a national format, but to the historical costs of developing a national culture. There, the vast majority of the population continues to listen to the words and

reasoning of teachers. “Wealth and nobility, explained Confucius, are the subject of human desires, but a noble husband does not use them if they have been acquired illegally ...”.

How can a noble man bear such a high name if he has lost his humanity? A noble husband does not part with humanity for an hour, it will certainly be with him: both in trouble and in worldly fuss.

To maintain the prestige of the enterprise in Japan, the key phenomenon of the social form of life is actively used - the family, family traditions, accumulating the strength of morality. family serves the business. Each member of the family, traditionally associated with the history of production, perceives the enterprises and their work in it through the prism of family tradition, removing the burden of alienation of labor, inevitable in the conditions of exploitation. Exploitation itself is draped in a form of social partnership. The essential contradictions of bourgeois production remain, but the form of their perception by consciousness changes. In modern Russia, the term "exploitation" is not used to characterize production, which is not surprising given the existing practical attitude to national culture, especially education, which is officially aimed at developing competencies.

The quality of production and the quality of the product of production depend on the technical conditions - technology, technical means, organization of production, professional qualifications of organizers and performers and attitude to work. The last two components form the content of the concept of "subjective factor" or "human capital". Based on the achievements of the scientific and technological revolution, entrepreneurs are trying to minimize the complicity of the "subjective factor" in view of its volatility. Without advertising, the "subjective factor" refers to the conditions of uncertainty and risk.

The problem here is that all attempts to limit the presence in production and, mainly, in its technological component of the subjective factor, inevitably lead to the absolutization of the technical component. It becomes a total means of increasing labor productivity, production safety and profitability. Thus, the management of the organization of production development is delegated to artificial intelligence, built on the laws and rules of formal logic, expressing one of the aspects of development - conservatism.

The original law, and, in essence, the principle of this logic is the law of identity. The subject and the subject, their relationship are recognized as immutable. Movement is reduced to its relative moment - rest. Peace replaces movement and with it change as the essence of any movement.

C. Darwin said: nature does not like jumps and explained, because all of them consist. J. Cuvier, on the contrary, tried to understand the variability of species as a result of earthly cataclysms. The life of nature tells us that we should be afraid of logical linearity in thinking. It is effective when it is important to bring something to perfection in its traditional manifestation. For example, in the case of improving the existing assortment, achieving a rational ratio of consumer requirements for a well-known attractive product, its quality and price. But everything comes to an end, improvement is not an exception, therefore, it is necessary to look in advance for options for an interesting promising development of the product line, to think not about what, in principle, already exists, to improve what is available, but to try to fantasize systematically, ahead of demand with innovations.

Our thinking in that part of it, which is called creative, is spacious enough for innovative actions. It is only important to understand that beyond the horizon of the known, Aristotelian logic endures its heuristic potential. Perspective thinking is thinking that tries to "grab" the direction of change in commodity production. Here, the possibility in thinking of an anticipatory reflection of reality dominates - a property discovered by P. Anokhin. There are physiological grounds for foreseeing changes, mental prerequisites in the form of will, needs, emotions are also natural. It remains to look for logical tools. The arrow of movement should be translated from Aristotelian, formal, logic to Hegelian, dialectical, based on the principle of the development of concepts and changes in the concepts themselves. Representing the peculiarity of dialectical logic, its fundamental difference from the logic of Aristotle, G. Hegel wrote: “In rational logic, the concept is usually considered as a simple form of thinking and, more precisely, as a general idea, ... as if the concept as such is something dead, empty, abstract.” And he clarified: "Of course, the concept should be considered as a form, but as an infinite, creative form."

It is no coincidence that the like-minded people of K. Marx noted that the founder of the universal understanding of dialectics did not leave a textbook to the heirs, since it was supposed to be the logic of analyzing the movement of production in Capital. K. Marx showed how the logical limited thinking of production managers reduces the process to capital management and brings production not only to a crisis provoked by overproduction, but also to socio-political tension. The development of political economy after K. Marx was expected, subordinated to the historical rehabilitation of capitalism. Intellectual and political forces concentrated on identifying the perfection of commodity production with its bourgeois form of organization.

Here, the features of Aristotelian logic, aimed at the immutability of the conditions of inference, came in handy. If commodity production is the only universal reality of the objective historical process in the conditions of a developed society, then history itself is destined to carry it out with dignity,

exclusively in the form of a bourgeois organization. Thus, the consumer's thinking, also generally tuned to a formally logical type of action, is led to the final conclusion: the period preceding capitalism was prehistoric, just becoming. The true history of commodity production is being created in a bourgeois form. Objective reality was embodied in an absolute, that is, non-historical form.

The strength of logic is in the ability to build an internally consistent theory, but the truth of any theory is not verified by its sequence alone. Here, the correspondence of the consequences of the theory to the realities of life is of particular importance. Economic theory is being tested en masse, because its results concern everyone directly. People may or may not be producers, but everyone consumes products of production and everyone wants to make consumption of sustainable quality and corresponding to their ability to pay.

Starting with handicraft labor and the guild form of its organization, the quality of the goods pushed all other signs of production into the background. As long as the division of labor had a shop form, and inside the shop everyone produced the goods up to the final commodity form and fully guaranteed the quality with his brand, the quality of production and the quality of the goods remained in the unity of existence, and the problem of the quality of the goods was simplified, reduced to the observance of the technological standard of production. Production was a way of life support for the manufacturer, so the relevance of the quality of the product was removed by the specifics of its relationship to production.

On the market, the goods were of high quality, one should only be afraid of counterfeiting, which did not have the current scale and was resolutely suppressed by both the state and self-regulation of trade. For mass production, which was the main consequence of the industrial revolution, the problem of the producer's interest as a commodity was not noted among socially significant ones. It undoubtedly existed, but the nature of production did not allow it to leave the sphere of private consciousness and materialize in the product range.

Potentially, this problem appeared even before commodity production, but at that time it was in the form of an abstract possibility, because the reality was the actuality of the quantity of the product produced. Production was only gaining strength as a source of human vitality. First, the problem of quantity was born, the increase in quantity raised the question of quality, since it became possible to compare the manufactured product, and there was a specialization of production depending on the uniqueness of the natural environment.

Production management assumes that the relevant management services manage the process of processing raw materials, materials and semi-finished products entering the enterprise into a product that the enterprise offers to the external environment. To do this, management performs the following operations: product development and design management; the choice of the technological process, the placement of personnel and equipment in the process in order to optimize the cost of manufacturing and the choice of methods for manufacturing the product; management of the purchase of raw materials, materials and semi-finished products; inventory management in warehouses, including the management of the storage of purchased goods, semi-finished products of own manufacture for internal use and final products; quality control.

Marketing management is called upon, through marketing activities for the implementation of the product created by the enterprise, to link the satisfaction of the needs of the enterprise's customers and the achievement of the enterprise's goals into a single consistent process. For this, such processes and actions are managed as: market research; advertising; pricing; creation of sales systems; distribution of created products; sales.

The developing market demanded a variety of goods. Goods were needed within the framework of the difference in the purchasing power of consumers. Factory - factory production, based on the technical base, opened up the prospect of varying the quality of the goods. Severe restrictions on production, which distinguished shop activity, receded. There are different types of goods on the market. In the British philosophy of the Enlightenment, the very concept of quality was actively discussed. J. Locke proposed a version of the combination in determining the quality of the objective properties of objects and their subjective perception by consciousness.

Financial management is that management manages the process of movement of funds in the enterprise. For this, the following is carried out:

• preparation of the budget and financial plan;

• formation of monetary resources;

• the distribution of money between the various parties that determine the life of the enterprise;

• assessment of the financial potential of the enterprise.

Personnel management is associated with the use of the capabilities of employees to achieve the goals of the enterprise. HR includes the following elements:

- selection and placement of personnel;
- training and development of personnel;
- compensation for the work performed;
- creating conditions in the workplace;
- maintaining relations with trade unions and resolving labor disputes.

Accounting management involves managing the process of processing and analyzing financial information about the operation of an enterprise in order to compare the actual activities of the enterprise with its capabilities, as well as with the activities of other enterprises. This allows the business to uncover

the issues it needs to pay close attention to and choose the best way to run its business so as not to provoke bankruptcy.

In the division of quality attributes into "primary" and "secondary" there was a rational principle associated with the specifics of the "second nature" - things transformed from their natural state by human labor. The "primary" qualities of a product or its raw materials are determined by natural reality and are completely independent of a person. "Secondary" signs, on the contrary, depend on human labor. It is labor that reveals or creates them, and therefore the quality of objects transformed by labor must be determined with a human assessment. The inclusion of a person as a factor in the production of the quality of goods enhances the influence of the subject of labor on the quality of production and the quality of the goods produced. As a result, the burden on the management process increases.

Management is subject to the solution of the problem of sustainable production of a quality product. As in any task, here you need:

- clearly define what "quality" is?
- understand what is specific to the quality of the goods?
- to understand how the “quality” of commodity production and its mass character are connected, to trace the mechanism of the interaction of qualitative changes with quantitative ones.
- reveal the systemic position of the quality problem of mass production in the context of a developing economy.

Only after receiving answers to the above questions, we will be able to productively explore the problem: "How realistic is our desire to give the mass producer the need for the quality of the product result", in other words, "is it possible to sufficiently motivate the receipt of a quality product from within mass production?".

The identification of quality as a goal created the most important prerequisite for human development - the ability to overcome the biological dictatorship and actively engage in the conditions of sustainability of one's own reproduction. The horizons of the economy of consumption were replaced by the prospect of the economy of production. Scientific, including economic, interpretation of quality, despite all the diversity, due to the subject specifics of scientific knowledge and the normative nature of scientific knowledge, is one-sided. It serves as yet another argument for the failure of the original idea of positivism to deprive philosophy of its independence, to give it an applied value. Philosophy should not be grown out of the problems of a particular science, but should be learned to use the arsenal of philosophical achievements in the process of concrete scientific knowledge, so as not to fall into one-sided ideas about the subject of research. The fact, that the quality, on the one hand, shows the originality of the subject and the degree of its deployment in space and time - this is an ontological aspect, and in it there is more scientific concreteness than philosophical, on the other hand, the quality traditionally identified with the essence requires epistemological and methodological analysis, in dominated by philosophy. And here any attempt to replace it with a scientific approach will look like a surrogate and lead to undesirable results for scientific research. The noted costs, as a rule, do not appear immediately, which is accompanied by a loss of time and unjustified financial costs. The problem of quality in both theoretical and practical aspects is a key one for managing within a social movement. Let us allow ourselves a passage that is risky due to the complexity of the argument: social progress lags behind real social opportunities and, above all, the development of natural scientific knowledge and technical sciences based on natural science. The explanation for this discrepancy must be sought in the realm of political and economic action, simply put, in management miscalculations. Defects in management can be reduced to the influence of social contradictions, but such a reference will deprive us of perspective, since social contradictions are an essential and therefore an indelible feature of modern society. In addition, the specificity of the reality of socio-economic contradictions is different from the ideal reality of thinking. It is not given to them to be directly in the mind, it is necessary to undergo a transformation into the facts of thinking - images, concepts, ideas. In scientific knowledge, this process is methodically regulated and controlled. This is where the interests of science meet the potential of philosophy. Scientific knowledge has three options for increment: trying to replace philosophy, which is unprofessional; use a simplified and therefore convenient experience of philosophical reflection; rely on those philosophical ideas that have been tested for thousands of years. Their value is not always obvious, and they themselves look unusual from the position of traditional logic that fixes the relationship of the products of the movement. The choice of ways of thinking in science has little to do with solving educational problems, teaching a scientist how to advance science, making discoveries is absurd. It is possible to manage scientific knowledge as long as it is carried out at the stage of rational thinking, there is a preparation for a breakthrough through the horizon of existing scientific knowledge. Further, the irrational abilities of consciousness are triggered, knowledge reaches the level of inconsistency of thinking, his illogicality. The ability to manage in the classical interpretation is lost, but there remains a real prospect to direct the creative process. Moreover, there is a situation of intersection of scientific knowledge and philosophical recommendations, scientific knowledge matures to the need for philosophical support. One should not only be carried away by generalization in the understanding of

science. Science is differentiated subjectively, which is reflected in the methodological maturity of scientific knowledge and in the position of sciences in scientific progress. In scientific history there have been and will be leaders who create authority for scientific knowledge. Modern times and the Industrial Revolution brought to the leading group the science of nature and its transformation in the interests of mankind. Summing up the results of the development of natural science, F. Engels wrote in 1894: “Natural science has advanced so much that it can no longer avoid dialectical generalization. But it will facilitate this process for itself, if we do not forget that the results in which the data of its experience are generalized are the essence of concepts and that the art of operating with concepts is not something innate and is not given along with ordinary, everyday consciousness, but requires real thinking, which also has a long empirical history behind it, as long as the history of the empirical study of nature. When natural science learns to assimilate the results achieved by the development of philosophy over two and a half millennia, it is thanks to this that it will get rid, on the one hand, of any special natural philosophy standing outside and above it, on the other hand, of its own, inherited from English empiricism, limited method of thinking. One of the founders of dialectical materialism was right. Natural science in the XX century. turned even more towards the dialectical understanding of the world and its knowledge. Not only has it maintained its leading position in scientific progress, but it has publicly demonstrated its superiority. Statistics show that there are almost equal numbers of physicists and economists among Nobel laureates. The successes are strikingly different. Physicists were the first to "see" the dialectics of nature and understood the need for dialectical thinking. It is no coincidence that the philosophy of science in the 20th century focused precisely on physical discoveries. Economists, on the other hand, are even more bogged down in empirical research, content with the level of mathematical generalization and the specifics of economic mathematics, which describe mainly the products of the movement and its statistically expressed tendencies. F. Engels' recommendations are interesting not only for their analytical generalization of the history of scientific thought, but also for their indication of the "technical" division of the process of the formation of a scientific theory. The latter makes it possible to give it a universal scale with some correction in connection with the new conditions for the development of scientific knowledge that appeared later, when the “classical” stage of development was replaced by the “non-classical” or “post-classical” one. The formation of a scientific theory can be conditionally divided into several interrelated stages: when the “classical” stage of development was replaced by the “non-classical”, or “post-classical” one. The formation of a scientific theory can be conditionally divided into several interrelated stages: when the “classical” stage of development was replaced by the “non-classical”, or “post-classical” one. The formation of a scientific theory can be conditionally divided into several interrelated stages:

1. Obtaining initial knowledge that meets the requirements of scientific character. We are talking about scientific facts described according to certain rules, basically such facts are combined in the concept of "experience".

2. From experience, more precisely, from the facts that make up experience, building up initial thoughts corresponding to them regarding their content. K. Popper calls them "basic statements", or "basic judgments". They are substantively limited by the singularity of the fact. O. Neurath calls the initial thoughts "protocol sentences".

3. Formation of individual concepts: from singular (basic) statements of individual origin to universal concepts.

4. Systematization of concepts, establishment of their relations on the basis of a unifying (system-forming) factor.

5. Determining trends and patterns of system change in the process of its functioning in interaction with other phenomena of a common series. Differentiation of the subject process is one of the most important conditions for the effectiveness of influencing it in order to obtain a certain result. Management, including quality management, also belongs to such actions. The desired quality is the final product. It is necessary to go through a number of steps, each of which determines a specific attitude towards oneself. Quality management is not a linear, but a progressive process, which is the sum of quality states. To get the desired product, you need to understand how to act in each specific case, at each step towards the result. In epistemology, there is no common unambiguous understanding of the process of formation and growth of scientific knowledge, which in itself is not negative. On the contrary, discussions about the epistemological value of certain products of mental activity, the relationship between empirical and theoretical knowledge, the criteria for true knowledge, the possibility of absolute knowledge open up broad prospects for the cognitive process in science. One cannot but agree with K. Popper, who argued: “The role of thinking is to carry out revolutions through critical disputes, and not with the help of violence and wars, that the battle of words, not swords, is the greatest tradition of rationalism.” Cognitive activity becomes more complicated as scientific research into the essential depth of the movement of objective reality and its transformation in consciousness. In post-classical science, ideas about the place in scientific knowledge of facts, the significance of the empirical stage, understanding the limits of the truth of scientific theory. These changes

indicate that scientific and philosophical knowledge tends to shift towards the interest in the quality of the technology of the process of cognition, especially in that part of it, in which the systemic value of the product obtained in cognition is determined. If earlier the need for scientific knowledge in philosophical understanding was mainly limited to the limits of solving problems of the ontological and methodological class, then in modern times the relationship between science and the philosophy of science is increasingly concentrated in the epistemological series, which makes it even more difficult to solve emerging problems, the number of which does not decrease as some progress. This must be taken into account - the relevance of the tasks at hand obliges. At the same time, there is a danger of overestimating the post-non-classical originality of scientific progress. You can not get carried away with the specifics of the private. This creates the danger of absolutizing the individual and opposing it to the general process. Scientific knowledge remains within the boundaries of its qualitative certainty, the methods and means of its implementation are being improved, including the understanding of the technique for assessing the truth of scientific knowledge. Development proceeds along the well-known path of dialectical negation in the form of “sublation,” which does not break the continuity in the movement. The reason is banal - there is nothing but analysis and synthesis, induction and deduction, comparison, abstraction, idealization, thought experiment and modeling in our thinking, just as nothing is given beyond the logical rationality and irrationality of intuition to our consciousness. Forms of knowledge and thinking are also fixed in a finite set: "fact-image", "fact-statement", "concept", "hypothesis", "theory" of various scales and traditional tools of thinking involved in building a theory - judgments and conclusions. The new, says the wisdom of common sense, "is the forgotten old." One would like to add to the aphorism the words of I. Goethe: “Everything clever has already been rethought; you just have to try to change your mind again.” What has changed with the transition of scientific progress to the stage of post-classical development? “Everything clever has already been rethought; you just have to try to change your mind again.” What has changed with the transition of scientific progress to the stage of post-classical development? “Everything clever has already been rethought; you just have to try to change your mind again.” What has changed with the transition of scientific progress to the stage of post-classical development?

1. The interpretation of the meaning of facts has changed in the light of their influence on the truth of a theoretical generalization. It is incorrect to consider the contradiction of individual facts to the current scientific explanation as an argument of its inconsistency. Only if, on the basis of such facts, an alternative explanation is developed, the question of the falsity or limitations of the existing theory will arise. The position is important, but it is irrational to qualify it as a breakthrough methodological achievement. The acting "persons" are the same - facts and theory, the circumstances of their interaction are specified.

2. The notion of the criterion of the truth of scientific knowledge, which served as the basis of classical science and was supported by neopositivism at the beginning of a new stage, was subjected to critical analysis. "Falsification" was added to the principle of "verification". K. Popper's innovation is undoubtedly interesting, his idea of defining knowledge through its falsifiability seems even more fruitful, but "falsification" did not replace "verification", as well as "falsifiability" - "verifiability". In scientific knowledge, they did not go the way of unification, but preferred the former movement through action, depending on the specific situation.

3. The discussion, which began in the works of F. Bacon and R. Descartes, about the relationship between the empirical and the theoretical in scientific methodology, did not reveal a winner either. Modern supporters of inductionism and rationalism have limited themselves to success in the development of particular problems, the logical purification of the technology of scientific knowledge. What is interesting is not so much what distinguishes the opponents as what they get in the form of a general conclusion - the principle of the increasing cognitive value of a scientific theory. The differentiation of science has also led to diversification within the sciences, which creates conditions for the possibility of devaluation of scientific theory in the context of recognizing the equality of alternative judgments and strengthening the positions of the hypothesis in the development of scientific knowledge. In general, the post-classical stage confirmed the significance of the main provisions of the dialectical method - the ideas of the inconsistency of development, continuity in development and concreteness of truth in connection with development. The idea of F. Engels that the quality of scientific knowledge is characterized by the demand for a dialectical understanding of the subject of thinking has successfully passed the test. At the same time, one must always bear in mind the autonomy of science in relation to philosophy. The presence of a common dialectical foundation in the world outlook should not create illusions of a common attitude towards dialectics. There is no such unity in philosophy itself. A scientist tries on philosophical thinking in connection with his professional reflection, and as a philosopher he usually remains a scientist, a worker of science. Scientific analysis is always a priority for him. The paths of the scientist and the philosopher cross, but do not coincide. To each his own. The logical in scientific knowledge

appears in the historical movement of scientific thought, what is obvious to the philosopher is not at all obvious to the scientist. Features of scientific knowledge are moving forward in relation to the logic of thinking. K. Popper prompted scientists: “Theories are networks designed to capture what we call the “world” in order to comprehend, explain and master it. We strive to make network cells smaller and smaller. The vast majority of researchers of the economic, social, political movement, as before, proceed from the facts, most often remaining at the level of empirical processing of the material received, creating the impression of a scientific approach. Psychological stability in the science of empiricism is not difficult to understand. Knowledge of the n-essences of phenomena, without which theoretical conclusions are impossible, has become very complex and problematic. Empirical research is much more accessible, open up a real opportunity through the improvement of methods of description and verification, the active use of the mathematical measurement of results to get a basis for reflection. As for the level of a generalized assessment, its epistemological value, all this already belongs to the next stage. The main thing has been done: the subject has been described and turned into a scientific phenomenon, has become a “protocol statement”. The name of the researcher is inscribed in the history, if not of science itself, then of scientific knowledge. Such scientists also have ideological support. There will always be politicians and financiers who are satisfied with the "strict objectivity" of scientific analysis that does not touch the essence of the social movement. Let us recall how the philosophers of the late 18th and early 19th centuries actively developed the socio-economic features of the bourgeois mode of production, convincing society of a bright future based on the development of capitalism. But as soon as the contradictions that were insoluble in the depths of capitalism were discovered, the idea of development was relegated to the background so as not to spoil the picture of progress and not provoke the question: what should replace capitalism? The very term "capitalism" seems to have evaporated, while at the same time the term "socialism" continues to exist in one form or another, in particular in the names of political parties, despite the sentence to be a utopia. Public consciousness places particular demand on the quality of economic research. The interest is quite natural for the quality of production management and, to a large extent, the quality of people's life itself, depend on the development of economic science. The object of economic science is the production of material goods and the establishment of production relations as a process of regular development and transformation of qualitatively defined states - methods of production. Each mode of production can be considered as an object of economic knowledge and reflected in the corresponding economic theory, which is part of economic science. Economic science should not be replaced by either economic theory or macro- or microeconomics. None of the physicists, chemists and biologists showed a desire to replace science with a part of it. Natural science relies on universal laws that determine the general order of existence and coexistence of the sciences that form it, each of which has its own structure. The signs of science are objectively conditioned requirements. In conditions of complexity and inconsistency of knowledge, science admits the existence of a different explanation of the factual material within the limits of the formation of a generally significant result. The consideration of the bourgeois mode of production as an industrialized economy is concrete, if the ultimate goal is not the "dissolution" of capitalism in such an economy. The industrialized economy so far coincides with bourgeois production, but the "industrialized economy" and "capitalism" have a different qualitative status. “Capitalism” is a qualitatively different “mode of production” regulated by specific relations of production, and “industrialized economy” is the definition of a characteristic form of development of production, which it is quite possible to find with time a non-capitalist incarnation. Whatever the future of economics, it will remain political economy, which is not to the liking of the apologists of capitalism. In the name of preventing a historical approach to capitalism, they are ready to neglect the conditions of scientific knowledge. For the objectivity of economic analysis it is necessary to postulate the following: history will not stop at capitalism; capitalism is that mode of production without which it is impossible to obtain mass production on an industrially developed basis; the future of economic theory is associated precisely with the further progress of industrial production, the improvement of its level, which is already happening now in the forms of integration and globalization. From which the conclusion follows on the directions and principles of developing a methodology for managing the quality of economic activity:

First, we will try to identify the specifics of quality in relation to activities. It is customary to call quality a generalized characteristic of the properties of a phenomenon that reveal its essence. To be more specific, let us clarify: quality is the state of a phenomenon that ensures its functioning in a given nominal volume;

secondly, the quality of a phenomenon produced by activity differs from the quality of a natural phenomenon by the presence of properties that objectify human needs. If such a phenomenon belongs to the economic series, then its qualitative characteristics also include the needs of the market, reflecting the social demand for this product;

thirdly, quality presupposes its own "qualitative" certainty, degrees or levels of quality - "qualitative states" differ. They are the steps of the quality

management movement and serve as the basis for assessing the quality of activities aimed at quality management. The history of quality management shows the ascent along the steps of the qualitative states of the productive activity;

fourthly, production and management of all its aspects, including quality management, should be perceived systemically, i.e., understood as production in combination with marketing research and the need for development in order to ensure the real competitiveness of the manufactured product and the enterprise itself;

fifthly, quality management will be effective only when it is possible to achieve a high level of production organization. To include it in the quality management process or evaluate it as a necessary condition is the problem of economic science;

sixth, the quality of production is determined by the level of labor productivity, mobility in reorientation, assortment, manufacturability, so quality management should aim to increase labor productivity and improve the technological characteristics of production.

What matters is not so much what we produce, but how we do it and what are our reserves to do it at a lower cost, faster and better. It is impossible to develop an ideal theory of quality management, quality management is a concrete historical activity, determined objectively and having the form of a concrete truth. Its universality is represented merely by its conformity to a number of general guiding methodological propositions, abstract enough to form a kind of working theory, but necessary for its effective construction. Universal recommendations do not seem like a tool for a specific practical action for the reason that they have a different function. They serve as vectors and limiters of design activity. Anyone who seeks to minimize construction costs, must master the art of combining freedom and obligation in creativity. No matter how impressive the achievements of “human capital” are, the economy is doomed to be a measure of material production and the dominance of objective relations between factors of production. Economic reality sets the conditions for economic creativity. No matter how society is called - "consumer", "information", "post-industrial", it remains a construction built on the basis of material reproduction and the objectivity of the laws governing this process. The improvement of the theory of quality management in economic activity is based on the real foundation of the history of management and the methodological premises summarized above in the text. The history of quality management confirms the scientific and dialectical nature of this activity, once again emphasizing the importance of methodological equipment for the movement of economic knowledge towards theoretical generalization through mastering the dialectical way of thinking. In the area of scientific interests, quality management turned out to be in Antiquity in the "axial time". Otherwise, one cannot explain such a fact as the desire of Archimedes to develop a theory of the simplest tools - a wedge, a lever, a block, a screw. Archimedes set out to increase labor productivity by scientifically developing their optimal design and methods of use. But in the era of Archimedes there was no science and mass production, so his contribution to social development was limited to the sphere of theoretical description. Archimedes laid his "stone" in the construction of science, it is quite possible to allow the use of Archimedes' conclusions in the history of handicrafts. Shepherding, agriculture were determined by the natural order, demand for scientific knowledge of peasants and shepherds hardly existed. Artisans created a "second nature" in the interests of man, they had to do what cannot be obtained naturally. The expression of the social need for the quality of work appeared, apparently, in the history of handicrafts. At this level of the division of labor, the art of man began to compete with the "art" of the natural order. However, the scale of handicraft work, the autonomy of the guild organization of production, and limited consumer demand did not stimulate scientific progress. The pre-scientific history of quality management ended with the Industrial Revolution. All socio-economic conditions have developed for a qualitative transition to scientific regulation of production and production quality management: manual labor has been replaced by mechanized, shop organization - factory, common sense and work savvy supplanted the advantages of scientific theory. But it took time for the scientific approach to production to mature and prove its universality. Everything became clear in the second half of the 19th century. The modern stage of quality management should be counted from the public awareness of the idea of the value of standard quality (1870s, S. Colt's factories). The scientific development of the theory of quality management has activated the inclusion of philosophical reflection in the process. B. S. Aleshin identifies four “overlapping and ongoing phases” in the development of the philosophy of quality, emphasizing their dialectical nature, development “in full accordance with the law of dialectics”. In the beginning, there was a “culling phase” rooted in artisan history. In modern times, it has been modernized by the efforts of G. Leland, G. Ford, F. Taylor, A. Fayol and M. Weber. The Ford-Taylor production quality management system was used until the middle of the 20th century. This system was based on focusing attention on control functions. Already in the 1920s. in high-tech production, the share of controllers reached a third of the staff. A further increase, inevitable in connection with the complication of technology, would lead the system to self-destruction. Quality improvement was accompanied by a disproportionate increase in the cost of its provision. With Ford Taylor's conceptual idea, it

was impossible to achieve at the same time an increase in production efficiency and product quality. What is natural for quantum mechanics turned out to be fatal for political economy (economic policy). The inconsistency of the "rejection phase" initiated the search for other directions in the organization of quality management. In the bowels of the first phase, the second one is born - the "quality management phase", associated with the activities of V. Shewhart. The production process itself becomes the central object - its stability and the continuous decrease in variability. Of particular importance to Shewhart is statistical analysis. According to Shewhart's plan, it is necessary to look not for the guilty, but to try in every possible way to activate the professional potential. Do not oppose and divide employees, but unite them into a team. With Shewhart, the worker turns from Taylor's "cog in the machine" into a partner, his status rises, and his motivation increases. Departments and quality control centers gave way to the audit service, which focused on quality control of samples. Implementation of the B. Shewhart led to increased efficiency and improved quality, created a real basis for the globalization of the market. However, the "deadly disease" remained. The understanding that the production process itself limits the yield of suitable products by its objective parameters has been preserved. Reaching a certain limit activates the contradiction between the increase in production efficiency and the cost of product quality. Recall that quantity does not directly turn into quality, it affects the qualitative state. An increase in the number of products leads to a decrease in quality. Even the leaders of the automotive industry regularly recall tens and even hundreds of thousands of cars due to the poor quality of components and systems. The third phase - "continuous quality improvement" - was born in the depths of the scientific and technological revolution of the 1950s-1960s. The initiator is deservedly called V. Deming. We do not know what kind of philosopher W. Deming was, but, no doubt, at least at the level of scientific intuition, he was aware of the growing importance of the subjective factor in the development of production, its transformation into "human capital" and tried to reflect this side of social progress in quality management. W. Deming proceeded from the fundamental idea of the human origin of production and therefore the humane essence of labor. Labor not only helped homo to rise to the level of sapiens, to become homo sapiens, labor remains the main way of expressing rationality. The rationality of a person is called upon to introduce a humanistic principle into the organization of production. In W. Deming's understanding of the direction of improving quality management, there was a restoration of the need for economic science in the tools and judgments of philosophy, characteristic of classical political economy. W. Deming's teaching, more than past concepts, corresponds to the understanding of systemic thinking. At the same time, in his reflection one can clearly feel the influence of contemporary European philosophical thought - phenomenalism, existentialism and pragmatism. Deming formulated the theoretical basis of the quality management program in the form of three pragmatic axioms:

any activity is a process and involves its improvement;

the production system has two possible states - stable and unstable, therefore, first of all, it is necessary to solve the fundamental problems of strategic importance;

Responsibility for all violations lies with the top management - top managers.

Deming presented the implementation of the program step by step in "Fourteen Points", identified "difficulties and false starts", tried to spread the physical concept of a chain reaction in the "Deming Chain Reaction" section, defined the total system-forming "principle of continuous improvement", the "Deming cycle" and warned about " seven deadly diseases" for business. The implementation of W. Deming's program in Japan was especially successful. Early 1950s. an American specialist was invited to lecture in Japan, where he found a significant number of like-minded people. Deming's humanistic credo fit perfectly into the Japanese national mentality. Deming's ideas were actively promoted by K. Ishikawa, one of those with whom the flowering of the Japanese economy is associated. The Japanese were also impressed by the fact that the development of the Deming program did not require large expenditures. Deming's theory was developed in the works of J. Juran, F. Crosby, A. Feingenbaum. By minimizing the cost of organizing high-quality production, Deming did not solve the problem of reducing economic efficiency as quality improved theoretically, but he found a practical solution to it. The problem remained, but it ceased to be relevant in a practical aspect. Production has reached a practically acceptable level of correlation between these parameters, which are key to the development of economic policy. Second half of the 1960s - 1970s turned out to be the time of mastering the scientific and technological revolution. Science has become a direct productive force. The understanding of production has also expanded. The time has come for a special status of the stage of the birth of ideas and their design development. A new chapter has been added to the doctrine of quality management - "design quality". It took shape in the phase of "quality planning" (G. Taguchi, A. Feigenbaum). By the 1980s the formation of the concept of Total Quality Control (TQC) was completed, international standards ISO 8402 appeared, then ISO 9000 - 2015. and scientific and technological changes. Summing up the analysis of the history and logic of the development of economic doctrine on the theoretical foundations of quality management, we can draw the following conclusions:

The achievements of the scientific and philosophical understanding of quality and its management have realized themselves and moved to the stage of their improvement in the context of socio-economic, political, scientific and technological changes. Summing up the analysis of the history and logic of the development of economic doctrine on the theoretical foundations of quality management, we can draw the following conclusions: The achievements of the scientific and philosophical understanding of quality and its management have realized themselves and moved to the stage of their improvement in the context of socio-economic, political, scientific and technological changes. Summing up the analysis of the history and logic of the development of economic doctrine on the theoretical foundations of quality management, we can draw the following conclusions:

1. The construction of economic theory was carried out depending on the development of the philosophical concept of quality, more precisely, on how the philosophical doctrine of quality was perceived by the consciousness of economic management specialists. Before the crisis of 2008, economic research did not reach the level of open demand for the ideas of Karl Marx, but the excitement about Capital that Europe saw in the late 2000s and early 2010s matured and was inevitable. The only pity is that in "Capital" the majority was not looking for what they should have been looking for in the first place - a dialectical way of thinking. Interest in the studies of K. Marx was frankly pragmatic.

2. The understanding of quality and the development of the concept of its practical application in the quality management of production activities ascended in the direction of the requirements of dialectical thinking, perhaps spontaneously, by “rejecting” the rest due to failure. The dialectical view of quality management among managers-economists was formed not from a developed philosophical theory and demonstration of its advantages in Capital, but from reflection on local practical results of production development. The dialectical approach was discovered by economists themselves, like the shoemaker I. Dietzgen or the natural scientist G. Darwin, but success, no doubt, was, however, at the expense of significant costs. Economic science, after the ascent, went down and discovered its humanitarian foundations. It turned out,

3. The history of the doctrine of the basics of quality management, having traveled a century and a half, has reached modern perfection. History has practically designed the methodological figure of quality in its current understanding. In dialectics, this corresponds to a turn in the spiral of development. Next in line is the ascent of economic science to the next stage, and, as Bulgakov's professor Preobrazhensky said, the only real revolution is that which first occurs in the head, and then in practice. It is necessary to revise or look in a new way at the concepts of "quality" and "quantity", "production efficiency", introduce new concepts into the characteristics. The directions of movement of thought have already been partly determined: the allocation of "internal" and "external" qualities, insurmountability within the framework of the existing concept of the effectiveness of production quality management,

4. The ability to manage quality has grown into a global problem, the realization comes that only a well-organized production is able to solve other global problems - poverty, water supply, increasing environmental stress. Theoretically, success in managing the quality of production in international cooperation can be the beginning of a transition from confrontation in politics to mutual understanding. There are more and more arguments in favor of the fact that a new civilization is being born - a "civilization of quality", in which the principle of "total quality management" will be completed by the principle of universal accessibility of quality. Understanding that economic management, which does not take into account the priorities of the humanitarian and socio-cultural components of social progress, is not able to be sustainably effective, strengthens positions both among systemically reflecting specialists,

The theory of quality management has its own historical premises, the main of which is the discovery by the Englishman T. Mann and the Neapolitan A. Serra of the significance of the division of labor for the development of production. It is the division of labor within an enterprise and between enterprises that determines the program for organizing production and opens up the prospect of actively including the subjective factor in the regulation of the production process. At the same time, the requirements for it are being developed. Why did this discovery have to wait until the 17th century? The division of labor began much earlier, but it was held back by the guild, essentially a closed form of organization, when the main canon within production was the preservation of existing equipment and technology. The production of many consumer goods is still advertised by pointing out the advantages of centuries of unchanged conditions and manufacturing technology. The lack of change in production is seen as a merit of product quality management.

Conclusion

The dialectical view of development as a process of bifurcation of the single and the struggle of opposites is clearly expressed in the polarity of goals in the theory of quality management. The advantage of dialectics lies precisely in the fact that it helps to avoid one-sidedness in cognition and creativity. We have two seemingly mutually exclusive views on quality. One assumes the development of the division

of labor to improve the organization of production, the other, on the contrary, requires a conservative attitude towards the achieved organization of production. In fact, both approaches are an expression of their common essence. If the conservative attitude to the quality of production is presented on a national scale, then we get the sum of various industries, formally united by a common product. Such is the history of quality management in the production of beer, wine, coffee, cocoa, spices, spices, decorative products and much more. The division of labor takes many forms. Such diversification ensures its stable functioning as a factor in the development of production and the basis for obtaining a quality product. It is also obvious that the theory of quality management is based on the organization of labor. With the transition to a scientific organization of labor, production quality management also became more effective, the relevance of the latter production acquired social significance, became a socially demanded problem, which determined the increase in scientific interest in it. It is also obvious that the theory of quality management is based on the organization of labor. With the transition to a scientific organization of labor, production quality management also became more effective, the relevance of the latter production acquired social significance, became a socially demanded problem, which determined the increase in scientific interest in it. It is also obvious that the theory of quality management is based on the organization of labor. With the transition to a scientific organization of labor, production quality management also became more effective, the relevance of the latter production acquired social significance, became a socially demanded problem, which determined the increase in scientific interest in it.

It is believed that by knowing nature, its quality, state of quality, quality levels are revealed, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a “human face” - a person alienates himself in the production process, but this measure is forced and, in a systemic sense, is temporary, conditional. Labor is a kind of “terrible cauldrons” that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. And here it is absolutely justified to believe that the main thing in production is the result, not the process. Consumption regulates the market. Therefore, the demands of the market must dominate production. The task of society is to contribute worldwide to the development of demand in the market: to maintain a range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in the first place "production planning that is not focused on such goods and services for which the market is in demand." Try to answer him. Production in the transition from industrial to post-industrial society of mass consumption is conceived as a function of the market. And the authors fill these properties of quality with criteria, namely:

-ideology of quality - the prospect of development of production;

- quality management is an integrated approach to solving the problem of quality;

- fashion and technical regulation - components of the quality of manufactured shoes;

- quality systems "ORDERING/5 S" and "THREE" NOT "- not only the basis of stability and production safety, but also a guarantee of quality;

- quality in the market is a paradigm of formation of production that satisfies the needs of the market;

- advertising is always at the service of quality;

- an excursion into the past as a guarantee of quality in the future;

- a model for assessing product quality - these are production priorities;

- forecasting the cost of quality when developing a new range of footwear is the key to its demand and its competitiveness;

- methodology for business visual evaluation of the product - a means of assessing the effectiveness of quality;

- improving the quality and competitiveness of domestic safety footwear;

- on indicators for assessing the quality of footwear - as a tool for the formation of demanded products;

- quality and market: a marriage of convenience and this is indisputable;

- the stability of the work of enterprises is the guarantor of the quality of the shoes they produce - all these aspects together provide a quality revolution that guarantees the manufacturer stable success in the market with unstable demand.The authors analyzed the possibilities of the policy and goals of the enterprise in the field of quality within the framework of the QMS in order to fight for defect-free production, for the reduction of defects and to guarantee consumers the high quality of manufactured products. The use of software for assessing the validity of the choice of innovative technological solutions for the production of import-substituting products by domestic enterprises creates the prerequisites for its demand and competitiveness not only in the domestic market, but, most importantly, in its export.

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Issue Article

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THE IMPORTANCE OF ECONOMIC AND POLITICAL UNIONS IN THE GLOBAL SPACE FOR ENSURING NATIONAL GAIN IN THE ENVIRONMENT OF TRANSNATIONAL RELATIONS

Abstract: *in the article the authors analyzed the possibilities of the policy and goals of the enterprise in the field of quality within the framework of the QMS in order to fight for defect-free production, for the reduction of defects and to guarantee consumers the high quality of manufactured products. The need to improve the quality management system at domestic enterprises is due to the following important reasons, namely: firstly, it is an increase in the confidence of potential consumers in the products that will be produced by domestic enterprises; secondly, it is an opportunity to significantly strengthen one's position in existing markets, as well as significantly expand spheres of influence by entering new domestic and foreign markets; thirdly, it is a significant increase in labor productivity of the enterprise.*

Key words: *quality, preference, demand, competitiveness, market, profit, demand, buyer, manufacturer, financial stability, sustainable TEP, priority, assortment policy.*

Language: *English*

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Introduction

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The destruction of small towns, which is observed in the regions of the Southern Federal District and the North Caucasus Federal District, is also characteristic of other regions of Russia. Migration, lack of jobs, social problems provoke a deepening crisis and the federal authorities urgently need to change this attitude towards their regions, forming a new economic and geographical approach to their strategic management, highlighting three vectors of priority development for such regions, namely;

- leveling (due to the redistribution of resources to equalize the living standards of the population, especially in small towns);

- stimulating (creation of conditions in the regions with specific advantages of the formation of social living conditions);

- geo-economic (providing security through the costly development of these regions, taking into account border and strategically important ties with other regions).

Planning belongs to the fundamental features of the history of human life, characterizes the essence of rationality in the form of consciousness. Man, in order to become homo sapiens, has gone through an evolutionary path of 2.5 million years. Our ancestors were homo habilis, homo erectus, immediate predecessors who failed to take advantage of intelligence, African homo sapiens, non-Ardeltans, Cro-Magnons, the Altaic form of homo sapiens, and probably many other forms.

Reasonableness is not only the main sign of the quality of modern man, it indicates the vector of development of the species. Labor, sociality arose in the process of natural changes, so it is not surprising that once upon a time "skillful people" lived, who were replaced by "upright people" who assimilated the stable characteristics of "skillful people" is not necessary. The merit of homo sapiens lies in the fact that, by developing his rationality, he was able to give the development of labor the form of labor activity, and social ties the quality of social life. Labor activity has become the basis of human history, society - the form of its organization, rationality - the driving force.

Being reasonable is not enough, you need to be aware of the total significance of the mind as the ability to cognize and control activity. All crises in history are the product of a crisis in the rationality of consciousness, its cognitive ability and social responsibility. The concepts of "consciousness" and "intelligence" are different. Intelligence is a sign of a species, consciousness is a sign of a social subject, which can be a person, community - marriage, family, social group, historical form of community. At the same time, consciousness and rationality differ only within the framework of their historically established unity, they determine the dualism of human nature, protect man as a product of evolution and serve as an instrument for his further development.

Reason is the power of our cognition, consciousness is a means of managing knowledge, it directs and limits activities in the mutual interests of social subjects and the natural conditions for the implementation of activities, therefore science is both a special form of cognition and a social means of regulating the possibilities of applying knowledge.

The necessity of science is conditioned by developing labor. Labor in the world of living beings before the human formation remains unchanged and is regulated by instincts, conditioned reflexes. The highest achievement of knowledge at this level is ingenuity. Understanding, which opens access to knowledge of the laws of relationships and changes, has become relevant with the possibility of sustainable transformation of the habitat. Science ensures the effectiveness and safety of human participation in the development of reality, both natural and social. Together with philosophy, it is called upon to build human reality into the logic of world development.

Activity management is the initial requirement for the sustainability of human existence in the developing world. Planning is a universal function of activity management. Conflicts in understanding the significance of activity planning are explained by the interpretation of the concept itself, and are primarily of a verbal origin. Even Plato and Aristotle realized the epistemological peculiarity of the concept as a form of human knowledge. The concept, in contrast to figurative thinking - ingenuity - generalizes the range of specific phenomena, therefore it also implies its own characteristic expressiveness. Only the word can form the concept. It is with the verbal expression of the concept that numerous difficulties in achieving understanding are associated.

We define a general phenomenon not directly, but indirectly through the concept created by consciousness. The concept is revealed with the help of words. The significance of the verbal instrument in scientific knowledge prompted well-known thinkers in the 1920s-30s to organize a special study of the possibilities of the word as a way of formalizing scientific understanding. The linguistic direction in positivism could not solve the stated problem, but made it possible to comprehend its significance for science. The transformation of science into a direct productive force in the process of scientific and technical revolution of the mid-twentieth century showed that the correct interpretation of the content of the concept in words is also significant for managing the practical application of scientific creativity in economic activity.

The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and manager, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

The success of critics of the Soviet system of management of the national economy, on the wave of which they tried to put an end to the socialist gains in the field of planning, was largely the result of elementary pseudoscientific speculation in the content

of basic concepts, successfully superimposed on the provoked objective difficulties and the low level of mass economic and political thinking - the habit of waiting " instructions from above", hopes for the prudence of statesmen. The 1990s will go down in national history not only as a time of another political turmoil, a socio-economic crisis, but also as a test of national self-consciousness, a harsh time of its purification from various kinds of temptations. You need to rely solely on yourself. Everyone who is in the West, East, South of Russia should have the status of partners in solving global challenges, it is not reasonable to ignore the experience of others, but you need to follow the common path in your own way. You can only believe in yourself, regularly checking the achievements with the direction and development plans, this is the strategic postulate.

As for the practical course of implementing the political strategy, the situation has also become clearer here. Without planning, there is no sustainability in development. It is necessary to understand the multidimensionality and scope of planning. The organization of production in all its scales requires planning. Socialism and capitalism should not be seen as alternatives to social progress, but as different systems for planning socio-economic development.

Socialism cannot be historically one-dimensional, since it is historically prepared and must absorb the national specifics of development, and capitalism is just as diverse. Socialism and capitalism have a common production platform, they demand the industrialization of the economy. K. Marx and F. Engels considered socialism as a solution to the contradictions of an industrially developed economy. It is possible to deny planning as a tool of socio-economic development only in one case, when the content of the concept of "planning" is distorted.

Main part

The modern world economy has a global, more precisely, an integrated look, thanks to the fact that it has become industrial by the third millennium. Along with industrialization, the inconsistency of the organization of production and the forms of its sustainability were revealed. Hence the permanence of crisis phenomena. The elevation of competition and freedom of the market to the absolute led to the fact that they ceased to reckon with the magnitude of the losses from the struggle of all against all. Japan, borrowing the specifics of the socialist practice of the Soviet Union, countered the ideal of competitive struggle for survival with the principle of participatory management. Japanese analysts rightly identified the advantages of consolidation in creativity over the desire to defeat a competitor at any cost. Participation does not negate the importance of competition, it gives competition a cultural expression,

Competition in the field of activity is a refined form of the struggle for survival. It is regulated by law, but the moral value of the social organization of human life is suppressed in it. Competition in the absence of dominance in solidarity relations inevitably leads to disunity, conflict and, as a result, to the strengthening of the functions of law due to the weakening of the position of morality.

Physics recognizes four forces: electromagnetic, gravitational, strong and weak interaction. By analogy with nature in modern social life, one can also distinguish between strong and weak interactions. Strong - provides morality.

The fact that moral interaction is really strong is confirmed by the way it is maintained - self-control of the consciousness of the individual and all group subjects that form society. The weakness of the legal interaction of social subjects among themselves and with society as a whole requires the organization and functioning of a special state institution. Neanderthal man, like the Cro-Magnon man, was already intelligent and socialized, moreover, in physical status he had more strength, but he could not stand the competition and died out. One of the versions of anthropologists claims that the weak link of the Neanderthal was his lack of communication skills. Social relations should serve the greatest possible realization of the potential of homo sapiens. Competition in the economy reproduces subjective originality, in particular, the originality of personality, and, in a certain sense,

All outstanding scientific economists of the 19th century were noted in the history of philosophical thought. This fact is indicative. It illustrates the specifics of economic science. Its subject is the processes on which the personal and social life of a person is based. The attempts of liberal economists to isolate economic activity and oppose it to political activity are nothing but the desire to take capitalism beyond the limits of their own understanding of social progress in the recent past - to stop social history at its bourgeois level.

Neoliberal ideologues refuse to support the logic of a democratic approach to understanding history. When the democratic movement was taking shape in England and France, its founders saw capitalism as a way to resolve social and political contradictions. Feudalism has exhausted its historical resources, the democrats argued, and must give way to a social system that is more historically dynamic and more capable of meeting social demands. Bourgeois society, following this pattern, will also become obsolete over time, but in the old feudal tradition it will cling to the lost right to present a social perspective. It is easy to see that propaganda uses the terms "capitalism", "bourgeois society" less and less often, replacing them with "industrial", "new industrial", "post-industrial", "technotronic", "information" societies. The concept of "mode of production" is simplified in liberal interests to a "form of organization of production", and political economy

is minimized into economics. The purpose of such a transformation is to transfer economic thinking to the level of technical concepts, which will simplify economic methodology, limiting ourselves to mathematical calculations and models.

The main thing is to remove the burden of political responsibility from economic theory, to separate economic reflection from state concerns. Relations of ownership and distribution are camouflaged, their disproportions are transferred to the section of technical problems. The meaning of the outstanding achievements of economic science is distorted. Thus, A. Smith's substantiation of the need for freedom for subjects of production activity boils down to freedom of competition, while the Scottish scientist also had in mind the freedom of cooperation for producers, which is especially significant in relation to small and medium commodity production. Cooperation develops economic planning.

In the light of modern tensions in international relations, projecting political restrictions on economic relations seems to be an extremely significant measure to understand the concepts of "management", "organization" and "planning". It is on them that the revision of the classical political and economic scientific heritage is focused.

The theory of control in its general form was formed by the end of the 1950s, when, after numerous experiments using differential equations and the calculus of variations, modifications of classical theories and methods, it was discovered that the problems of engineering activity and economic changes that seemed different had a common mathematical description. Management as a specific subject-oriented activity implies the need for a high level of organization of the process, which is impossible without the inclusion of planning based on scientific calculations in the activity.

The problem here is not at all Hamletian: “to be or not to be!?” Problem: how to plan? At a time when the producers were artisans and guild organizations, production was characterized by piecework, therefore, everyone planned according to their capabilities, planning was not among the urgent problems. The situation changed radically with the Industrial Revolution. Production has become mass, the time has come for a competitive struggle for the market for raw materials, sales, and labor.

Reflecting the changes that have taken place, planning has changed in all its modes of operation and forms of manifestation. Hence the differences in attitudes towards planning among producers and in economic theory, which is going through a difficult time in its history. Bulgakov's professor Preobrazhensky taught that revolutions, in order to be successful, must begin and mature in people's heads. The writer's observations confirmed the events of the 21st century crises.

Even before the latest crises, critical researchers were uncomfortable, they came close to understanding that economic recessions, recessions that significantly hinder social progress, are not caused by external factors: financial adventures, political and military conflicts, infectious pandemics. Their reasons are in the contradictions of the production itself, in particular, the inefficiency of management, opportunism caused by political considerations that run counter to the laws of the economy. An unmeasured number of Nobel laureates among economists, approaching the number of physicists who have developed a modern scientific picture of nature, only once again convinces of the sustainability of the crisis in economic theory.

The many times increased interest in Europe to K. Marx's "Capital" demonstrates disappointment in the research talent of contemporary economists. Europeans are not embarrassed that the scientific analysis of A. Smith, D. Ricardo, K. Marx, J. St. Mill, was carried out within the boundaries of the requirements of the classical period in the history of science, which replaced the non-classical, giving way to the non-classical post. The essence is not in the names, it is in the changing ideas about the specifics of scientific knowledge.

Scientific knowledge is fixed in theory, but not every theory has the quality of scientificity. The development of science is, from the methodological and epistemological points of view, a change in the rules for achieving the quality of the cognitive process. “... The growth of scientific knowledge, wrote one of the most authoritative experts in the field of epistemology K. Popper, is the most important and interesting example of the growth of knowledge. In considering this question, it should be remembered that almost all the problems of traditional epistemology are related to the problem of the growth of knowledge. He is inclined to say even more: from Plato to Descartes, Leibniz, Kant, Duhem and Poincare, from Bacon, Hobbes and Locke to Hume, Mill and Russell, the development of the theory of knowledge was inspired by the hope that it would help us not only to learn something about knowledge but also to make a certain contribution to the progress of knowledge,

The German specialist drew attention to an important change in the vector of movement of scientific and philosophical knowledge. In the initial period of the history of science and philosophy, when a scientist and philosopher most often acted in one person, there was a belief that the subject of study were objects of interest, or that knowledge about them that had already been obtained in experience - ideas, images, concepts. With Berkeley, Hume came a new interpretation: in order to achieve the objectivity and significance of knowledge, it is necessary to investigate not thoughts, opinions, views, but logical signs of judgments, statements and sentences. K.

Popper commented on this shift of interest as follows: “I am ready to admit that this replacement of Locke’s “new method of ideas” with the “new method of words” was an undeniable progress, and it was urgently needed in its time.” However K. Popper refused to recognize the "new method of ideas" as the main method of epistemology, explaining his opinion by the one-sidedness and vulnerability of its use. We were forced to recall the thoughts of K. Popper by the following consideration: the classics of political economy began with a real-life subject, trying to discover its stable characteristics, developed concepts that reflected these features, tried to “glue” them into a system that describes the change in the state of the object of study, ran into contradictions of ideas and reality, discussed, based on the real practice of the analyzed phenomenon. They were contemporaries of the Industrial Revolution and the revolutionary potential of classical capitalism. the classics of political economy started with a real-life subject, seeking to discover its stable characteristics, developed concepts reflecting these features, tried to “glue” them into a system that describes the change in the state of the object of study, ran into contradictions between ideas and reality, discussed based on the real practice of the analyzed phenomenon . They were contemporaries of the Industrial Revolution and the revolutionary potential of classical capitalism. the classics of political economy started with a real-life subject, seeking to discover its stable characteristics, developed concepts reflecting these features, tried to “glue” them into a system that describes the change in the state of the object of study, ran into contradictions between ideas and reality, discussed based on the real practice of the analyzed phenomenon . They were contemporaries of the Industrial Revolution and the revolutionary potential of classical capitalism.

Capital then was industrial capital. Financial capital was only taking shape as an independent system. Political economy did not reflect speculation, virtual phenomena, it served the real movement. The vector of industrial and economic progress coincided with the ideology of those who were interested in it. The transformation of victorious capitalism turned out to be in the interests not so much of society as a whole, but of a certain part of it, by the way, also torn apart by the specifics of interests.

Economic theory, which is connected with the activities of social subjects, began to lose the need for objectivity and therefore moved from the position of analyzing ideas to analyzing the forms of their expression. The methodological equipment of economic analysis has also changed. Quantitative analysis has supplanted the quality of scientific synthesis of primary information. Conceptual analysis has been replaced by linguistic exercises and semantic studies under the plausible pretext of overcoming the ambiguity of concepts. In no science has so many new terms appeared as in economic theory.

The formation of new words is a natural phenomenon for science, but in each case, the legitimacy of neologisms is needed. Physicists, mathematicians, chemists, as a rule, manage with the accumulated stock of verbal expression of concepts. In economic theory, there is a kind of competition - who will come up with a new word more and faster, so the description of real phenomena is not concretized, but blurred, complicating the understanding of the subject.

The concept of "planning" generalizes the functioning of subjects of economic activity, the scale of its movement, and much more. Planning can be within a single enterprise, then it is not a political element of control - it is determined by management based on the economic situation; branch, on this scale it already has signs of a political phenomenon. Planning is divided into directive - mandatory for execution and indicative, that is, conditional, allowing you to count on preferences. Distinguish between current and long-term planning. But, regardless of the nature, planning is a universal management tool in the systemic organization of activities - cognitive, practical, synthetic.

F. de P. Hanika - Professor at the University of Khartoum, taught a course at Cambridge. In the book New Ideas in Management, using the example of financial estimates, he identifies three main points in resource management, and in all planning comes first. Moreover, he begins the final chapter "Analysis of operations" with "Improving control technology" and concludes: "A group of new methods based on network analysis and applied in the planning and control of complex projects is developing rapidly."

On the crest of the wave of scientific and technological revolution in 1967 in the USA, the well-known analyst and government official J. Galbraith publishes the monograph "The New Industrial Society". A rare fact testifies to the interest in the views of a specialist: just two years later, Galbraith's book was translated and republished in the USSR with a foreword by N.N. Inozemtseva, S.M. Menshikov and A.G. Mileikovsky.

The reflections of J. Galbraith are still interesting and relevant, therefore, in the context of our preface, we will give fragments of his text selectively, but relatively completely. J. Galbraith stated: “Of all the words in the businessman's lexicon, such words as planning, state support and socialism are the least pleasing to his ear. A discussion of the likelihood of these phenomena occurring in the future would lead to the realization of the amazing extent to which they have already become facts. It would also not be without stating the fact that these terrible things arose at least with the tacit consent of the industrial system, or, as a result of the fact that she herself needed them.

J. Galbraith sees the future not in confrontation, but in convergence: “Thinking about the future, the scientist wrote, one would also reveal the importance

of the trend towards convergence of industrial societies, no matter how different their national or ideological claims may be. We mean convergence due to a roughly similar system of planning and organization. Convergence is associated, first of all, with the large scale of modern production, with large capital investments, advanced technology and complex organization as the most important consequence of these factors. All this requires control over prices and, as far as possible, control over what is bought at these prices. In other words, the market must be replaced by planning.... Large-scale industrial production requires so that the supreme power of the market and the consumer be largely eliminated." Further, J. Galbraith makes an even more imperative conclusion: "The ability to regulate aggregate demand is not inherent in the industrial system - the ability to provide purchasing power sufficient to absorb everything that it produces. Therefore, it relies on the state in this area." The economic policy of the government of Boris N. Yeltsin was determined not by the international experience of political and economic reforms, but by the circle of liberal advisers from the United States who went bankrupt in their own country. Anyone who happened to listen to Gaidar's speeches in justification of the economic redistribution of society was steadily surprised by their terminological richness and obscure effect. Gaidar was aware of the adventurism of the economic program, its grave consequences for the people and national history.

It was no coincidence that J. Galbraith devoted a separate chapter to education and emancipation, reminding university professors of their professional responsibility for the social consequences of their inaction. Vocational education, by its systemic position, should form in specialists an understanding of the essence of economic and political processes. It is dangerous to replace education with enlightenment and training, it is designed to create conditions for the formation of a person's worldview position: "Not a single intellectual, not a single artist, not a single teacher, not a single scientist has the right to afford the luxury of doubting his responsibility. No one, except for them, can take on the protection of goals that are essential for our time, "concluded the American politician, who is concerned about the fate of the world.

The social and cultural aspects of planning go through the entire history of improving the quality management system for production and manufactured goods. It is easy to see how the scale of the approach to quality planning has changed from the first experiments of F. Taylor, A. Fayol, G. Ford Jr. and A. Sloan through A. Maslow's needs research, W. Shewhart's proposals, E. Deming's management program, appendix K Ishikawa, to the recommendations of I. Juran, F. Crosby, A. Feigenbaum and the achievements of Soviet specialists. In the history of quality management, the significance of two factors has become clearer than otherwise:

firstly, the dependence of quality on the perfection of planning;

secondly, the need to consider planning not only in a technological aspect, but also in a broad sociocultural one, in order to involve the entire spiritual and physical potential of the individual in production activities.

Two centuries ago, the French sociologist and economist Proudhon decided to look into the origins and causes, and at the same time into the minds of the disadvantaged under conditions of capitalist accumulation. He outlined his thoughts in the book The Philosophy of Poverty, to which K. Marx responded with his monograph The Poverty of Philosophy, which was pretty much forgotten. Marx showed the dependence of socio-economic research on the philosophical maturity of analysts. By that time, K. Marx and F. Engels were actively introducing a new view of philosophy, which was already stated in K. Marx's "Theses" on L. Feuerbach. Philosophy cannot be only a form of a contemplative worldview, philosophical reflection should serve as a tool for understanding the worldview and methodological foundations of human activity in its entire spectrum from cognition to the transformation of reality.

We have already noted the stable connection of the leading political economists with philosophy at a time of intense bourgeois progress. This progress was contradictory, unevenly distributed, but it was, because there was a philosophy of bourgeois development. Economic science relied on philosophical methodology and scientific discoveries. The leader of the progress was industrial capital, focused on the construction of real production capacities, the use of scientific and technological achievements. In the twentieth century, capitalism has changed significantly, its ideologists have lost their former confidence in a prosperous future. Rational thinking was supplanted by empiricism, and with it came utilitarianism in its most primitive expression. The result of the reorientation was a spiritual crisis, marked by all outstanding thinkers - K. Jaspers, M. Heidegger, Z. Freud, P. Sorokin, K. Popper, B. Russell.

Planning has an ideological scale; it is a function of intelligence, which has taken shape in human consciousness. We repeat: such fundamental features of consciousness as the ability to abstract and generalize, combined with the anticipatory reflection of changes in reality, intersect precisely in the need to plan activities. Otherwise, the knowledge of the patterns of change, the delayed effect of the actual action lose their meaning.

Planning can also be understood as the realization of freedom of activity. The question: what kind of planning ensures the effectiveness of activities

is solved in theory, but the reality of planning is determined by politics, and politics only partly coincides with logical necessity. If politicians really strive to make the development of production high-quality and efficient, then they must expand planning on a total scale, find a balance in the structure of investments, thinking, first of all, about activating human potential. In order for human capital to work and become profitable, its corresponding accumulations are needed. This is the law of normal capitalism. There are examples of the implementation of an economic policy focused on the systematic development of the human factor. Let us refer to the Chinese modification of the principle of inclusiveness developed by D. Acemoglu and J. Robinson. The Chinese concretized the ideas of the authors of the project by ways to achieve common goals:

putting forward as a priority the development of human resources;

focus on achieving full employment;

advanced training of workers, social security and sustainability of promotion, which guarantees small and medium-sized cities in the regions of the Southern Federal District and the North Caucasus Federal District to reduce the migration of the population located in these regions.

We consider it justified to focus on the analysis of planning experience, the reasons and conditions for the efficiency of production development, depending on which planning should be the locomotive of progress in the real sector of the economy of these enterprises located in small and medium-sized cities.

Theoretical research is combined with a critical analysis of specific practical results, which determines the success and stability of these enterprises.

Economic science arose and developed in the context of politics, like political economy. Today, economists in politics are guided not by political economy, but by economics in politics. Instead of investing in the development of production, they hide money in foreign banks, reduce funding for education and self-education, increase the number of the poor, do not index pensions, refuse to help farmers, etc. The "Manilov" nineties were replaced by the "plushkins" of the tenth twenty-first century.

There is no progress without setbacks, slowdowns, recessions. The policy is called upon by active, purposeful actions to help overcome the obstacles that arise in development. Politicians must be ahead of the economic movement and direct it, stimulate domestic economic factors with political levers, and clear economic paths to efficient production. Instead, politicians continue to tie development plans to the price of oil, the ruble value of the European and American currencies, referring to the integration trends in the world and globalization.

The integration of transnational relations is an objective reality, but for all its objectivity, it does not negate the specifics of national economic advancement. Moreover, integration is objectively designed to promote national development. Why don't we get it right then? This question arises from a logical comparison of the policy in the field of strengthening the defense capability, restoring the country's international prestige in the most difficult circumstances of the formation of a new world architectonics with the fact that from year to year the Russians observe and fully feel for themselves in the rest of the economy - we accidentally do not two governments? The second "presses on the gas and slows down" at the same time.

The protracted recession in the Russian economy has two explanations. The first is that the people have lost the ability to work well, they have wasted "human capital", the second is that the managers are helpless. The media assures that politicians know their business, keep events under control, take the necessary measures and promise changes for the better in the near future. Therefore, the reason is the poor work of the performers and the unfavorable world conjuncture.

How naive do you need to be in order to rely on sincerity, disinterestedness, and the sympathy of competitors when planning your economic policy? The President of the Russian Federation has long stated that our Western partners do not want the strengthening of Russia, they need an obedient Russia, like the Baltic Republics, formerly part of the USSR. I didn’t want to sadden the politicians responsible for the economy, but, following Aristotle, we are forced to state: “Friends in the East” are also on their minds” - in the sense of “Plato is my friend, but the truth is dearer.” They will help us to the extent they benefit from such assistance.

It is time to understand that all economic and political unions in the modern world space are an attempt to achieve national gain in the environment of transnational relations, i.e. you can count on partners as long as this cooperation is beneficial to them. From which the conclusion follows - it is necessary to face your own economy. Only in this way, albeit with great tension, will it be possible to solve your problems. For example, there are no such objective reasons that would justify the decline in production in light industry over a quarter of a century.

The problems of agriculture and light industry are not their specifics; they have always been political. In the US and Europe, farmers have a lot of our problems. The difference is that there the farmer is one of the most important, basic national problems. Its consideration is relevant for the existence of politicians. From how politics contributes to resolution, the public place of the politician is assessed. Farmer and politician are bound by economic policy. They are teetering on the same tightrope of viability stretched by economic tension.

There is nothing similar in Russia. Let us recall the history of the last ministers of agriculture. In the

USSR, there was a Ministry of Light Industry, which emphasized the importance of the industry. What prevents in the conditions of import substitution and declarations about the importance of developing our own production to restore equality in industrial management. The “calico region” without light industry is the same as native nature without birch groves or lyric poetry without the work of S. Yesenin.

The reformers of the 1990s were least concerned about the fate of the Fatherland and domestic industrial originality. They built a business on the ease of obtaining maximum profit and placed the walrus far from the land of their ancestors. Light industry has traditionally been a difficult problem to manage. Managers must be, first of all, patriots, otherwise light industry cannot be raised. It is also necessary to understand the national importance of "long money". Compensation for the difficulties would be the stability of demand.

What is the essence of policy inefficiency in the economy of the end of the last and the beginning of the new century? This is question number 1, and it's not so much about who is to blame. We are interested in the essence of the political paradigm developed by those who were "at the helm". Question number 2 - what should be changed and how, apparently, it should be done in order to raise the national industry, the production of clothing, shoes, leather goods, textiles, accessories, not least?

The answer to question No. 1 is simple - no one was going to develop an economic policy paradigm aimed at a radical transformation of the basis. It was decided to choose the method of reforming (not without outside help) from ready-made samples. It was proposed to take the Swedish experience, the Polish “shock therapy”, reforms in Portugal and Argentina as a model. Such innovators, courageous scientists, wise organizers as Gaidar, Chubais, Kokh, Burbulis did not come up with the idea with which a responsible owner usually starts - what I have to copy something.

Politics is not done depending on the state of feelings - either you like it or you don't like the level of everyday perception of the world. It is harmful to be in the "political kitchen" with such an approach. Economic policy does not qualify as "good" or "bad", "effective" or "ineffective". It has the right to be called either "useful" or "harmful." The price of such a policy is too high, and, accordingly, the responsibility is not limited to the professional form. Politics is politics. It is anti-political and unprofessional to make politics a source of one's own income.

Whatever the economic situation is, it is extremely dangerous to absolutize the importance of economic criteria, endow them with the property of universality. F. Engels spoke out sharply against attempts to reduce K. Marx's theory of social development to "economic materialism", "economic determinism". The economic basis is the basis of social organization, but by no means a system-forming factor in its improvement.

The most difficult component of economic reforms is to achieve satisfaction in society with the distribution of the national product. The health of society depends on this satisfaction, and not on the form of ownership. And we have come to an important conclusion - the quality of reforms is assessed not by the changes themselves, but by the ability to give social life features of stability.

Integration and globalization are not a panacea for development. They do not cancel the competitive struggle, in which there are more than one winners. There are more losers. Hence the relevance of the old truth, the meaning of which became clear in dialectics. Movement under any conditions becomes self-movement. The Chinese rationally shut themselves down and won. Their victory was ensured by Eastern caution and skepticism about unification. They figured out before us that integration and globalization are varieties of "pyramids" and are conditionally useful for national development. From the outside, it might seem that the Chinese reformers abandoned the mentality of the curse: "to live you in a time of change." From the inside, everything looked traditional - politicians did not betray with a sharp movement on a national scale, they were in a hurry, but with a constant binding of actions to the state economic structure, reforms in the economy were subordinated to traditional political dominants, did not repent and did not try to please. Nobody seriously thought about any economic shocks. Finance, as the circulatory system of the economic organism, was taken into "hedgehog state mitts", they introduced toughening for economic and corruption crimes, equating many of them with dangerous actions against the state, they did not come up with new parties - they updated the existing one, as before, they paid special attention to personnel policy. The Chinese took into account the Soviet party experience of "cultivating" personnel, which was based on the principle of progressive promotion depending on business efficiency and lifestyle. Finance, as the circulatory system of the economic organism, was taken into "hedgehog state mitts", they introduced toughening for economic and corruption crimes, equating many of them with dangerous actions against the state, they did not come up with new parties - they updated the existing one, as before, they paid special attention to personnel policy. The Chinese took into account the Soviet party experience of "cultivating" personnel, which was based on the principle of progressive promotion depending on business efficiency and lifestyle. Finance, as the circulatory system of the economic organism, was taken into "hedgehog state mitts", they introduced toughening for economic and corruption crimes, equating many of them with dangerous actions against the state, they did not come up with new parties - they updated the existing one, as

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The light industry market is also growing due to socio-cultural progress, in particular, thanks to the development of professional sports, an increase in demand for those who choose sports as a way to a healthy lifestyle. At the end of 2020, the Sport Express newspaper published an interview with A. Grebtsov, Chairman of the Board of the Russian Outdoor Group. “The outdoor market serves mountaineering, tourism, extreme sports, special forces, rescue units, polar services and troops. These are areas that require heavy-duty, frost-resistant, waterproof equipment that meets the latest global standards of safety and comfort.” A. Grebtsov gave interesting details, in particular, he compared the technological base for the production of quality products in the Russian Federation, Europe and Asia. We are "somewhat behind", in his assessment, from the Asian potential, but with Europe "We can definitely compete ... in Russia there are about 30 (!) Enterprises that know how to sew well." After the introduction of the import ban for state orders and state defense orders, the share of materials from the member countries of the Customs Union supplied to the country's law enforcement agencies increased from 30% in 2017 to 93% in 2020. In 2020, the trend towards an increase in the share of materials produced by the CPES countries used for the production of clothing items should be about 90-95%. The turn of the state order towards domestic production will open up opportunities for subcontractors of the chemical industry (raw materials for thread, accessories, membranes, insulation). It will increase the production of fabrics, tailoring, which will pull the development of equipment. D. Manturov believes that in order to consolidate the results achieved, it is important: but with Europe "We can definitely compete ... in Russia there are about 30 (!) Enterprises that know how to sew well." 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- make it clear to large retail chains the importance of acquiring and distributing goods produced in Russia, of course, taking into account their proper quality;
- to place first of all orders for production from those "who have already got on their feet and know how to sew." They were able to prove their worth;
- to assist enterprises in obtaining European certification, otherwise foreign firms will not be interested in them, and the goods produced by us will not get to the West;
- actively support enterprises in the provision of collective stands at international exhibitions;
- provide such enterprises with subsidies on loans for the purchase of raw materials and materials. The share of these loans in the total volume of lending should be from 50 to 85%;
- exempt modern imported equipment from import duties and VAT, such as equipment used in sewing shops, 90% is imported;
- implement preferential leasing.

As you can see, the program of D. Manturov systematizes the main and primary steps in the direction of the light industry in order to return it to its former meaning. However, Heraclitus was right when he said that you cannot step into the same river twice. The rise of the light industry can be carried out on a new technological, economic and legal basis.

The manufacturer is currently not interested in producing a quality product. “Sheepskin is not worth the candle” - the costs are high, the cost of products will increase, the real price will be significantly increased by the intermediary and the seller. As a result, the market for such a product will not “digest” and the manufacturer will be struck by the deadly disease No. 1 according to E. Deming. On a limited scale, clearly scanty for Russia, quality things are guaranteed to be made, manufactured, but this practice has nothing to do with the situation in production, it is exclusive.

The first experience of control intervention in the production process in order to give it stability and a certain increment can be found in the activities of workshops, individual industries, and schools of masters. Most of the famous sculptors of the Renaissance tried to work in teams of stonemasons, directly in the places where the material was mined. They looked in the quarries for the texture they needed to create the image. It was then that a joke appeared: it’s easy to make a masterpiece - you need to remove everything unnecessary, superfluous, but first you need to find the basis. In the workshops, in the interests of quality, the craftsmen carefully checked the products, observed the work of apprentices in the course of production, actively introduced the secrets of production to students, selecting the most capable of them. Despite the fact that each product was an individual, made by a master, it passed internal control, behind which there was also an external one from the side of the city guild organizations. Subsequently, such work was defined as the rejection phase.

In terms of content, it was much richer, synthetic, more like a "selection" than a "culling". Creativity moved the masters, the masters studied no less than the students. They were looking for paints, primers, foundations, ideal images, and they were wrong. Creativity spares no one - neither the great nor the beginners. Everyone had to work, and especially the masters, by sticking. The concept of "marriage" is not as simple as it seems from the outside. Marriage is not always in sight, the masters were taken out by its hidden forms, which appear over time. “Rejection” was not an act, as in mass production, but a

technology. Today it is difficult for us to look beyond the achieved horizon in the development of mass production. What is clear is that its “zealous” form is still more of a direction of development than a phase. However, the logic of progress, built on continuity, does not exclude a return to some part, characteristic of the shop organization. Mass character should not be a brake on creativity. Over time, it will surely reveal the diversity under the common “roof” of the multiple result. Therefore, the production process that has been perfected in the workshop form should be carefully examined.

Modern rejection as an action aimed at standardization dates back to the last quarter of the 19th century. The experience of S. Colt's factories is recognized as the beginning, it is believed that the idea of \u200b\u200b"standard quality" was born there. If we evaluate the system of our version of "quality - standard", then this was a subconscious embodiment of Hegel's conclusion about the dialectic of the ascent of knowledge from the abstract concept of quality to the specific concept of the "standard" of product quality.

At S. Colt, the assembly went without preliminary adjustment of parts. Specially trained inspectors carried out pre-calibration and rejected out-of-condition, thereby accelerating the main - the assembly part of production. The experience of S. Colt at the beginning of the next century was developed in the automobile production of G. Ford and G. Leland ("Cadillac"). G. Ford, having introduced conveyor assembly, removed the control of components from the conveyor, logically considering that such work should be done earlier. As a result, the "input control" of compliance with the calibers of the standard was replaced with an "output control" at an adjacent production, which cleared the main production of defects and made it qualitatively cleaner.

Further, the process of standardization went by improving what had been achieved, theorists F. Taylor, A. Fayol., M. Weber joined it. In alliance with managers, they identified the basic principles of a scientific approach to the organization of mass production: a systematic approach to management; personnel management; delegation of responsibility; scientific regulation of labor. The developed production management system went down in history as the Ford-Taylor production system. Having indisputable advantages, the Ford-Taylor system also contained serious defects, which for a long time "dormant" in its potential. The development of production in the new socio-political conditions of the activation of social democratic interests inevitably pushed the Ford-Taylor system into a dead end. Technological progress has also contributed to this the process of turning scientific knowledge into a direct productive force. The desire by all means to implement the principle of not allowing defective products to reach the consumer could not but lead production into a technological, structural crisis.

This was also driven by the lack of a clear understanding of quality and standard in management theory. They were changed, instead of being considered in development. The most noticeable and sensitive was the identification of quality and standard in the production of consumer goods, where the concept of product quality reflects the dual nature of the product.

A product intended for subjective, more precisely, subjective use by a person or a social group must be of high quality objectively, physically and subjectively, and satisfy the consumer with its physical quality. It is naive to believe that only by advertising the physical perfection of a product can one arouse the consumer's disposition towards it. Such a consumer should be subjectively none. Interest in the physical quality of a product can be formed by demonstrating its capabilities, but in order for interest to form into a need to buy it, this is not enough. The product must captivate the feelings of the buyer, and this is an irrational process, deeply intimate in nature, expressing the individuality of the consumer. Especially if the consumer is attached to a significant assortment, picky and fastidious.

The quality of consumer goods is not reducible to a system of physical parameters, but in their quality it exists as a kind of core. And just as an atom is not limited to the presence of a nucleus, so the quality of such goods is not limited to a system of physical characteristics. On the contrary, the standard is a purely physical phenomenon and requires a clear description in physical units. The concept of “quality of goods” should be approached through the market, and “standard of goods” should be determined in the conditions of scientific and technical creativity.

Subconsciously, the differentiation of the concepts of "quality" and "standard" was approached by the end of the first quarter of the 20th century, when they felt the insidiousness of absolutization of control over the standard conformity of products. In high-tech, complex production, the share of controllers exceeded one third of those employed at the enterprise, which significantly increased the load on the cost of goods. The price has risen, but the quality has not improved accordingly. The buyer had to pay for the previous level of guarantees. Quality began to slow down the efficiency of production. In fact, the contradiction was between standardization and efficiency. It was necessary to think about how to improve the physical model of the standard - about new materials, original design, technological solutions. A standard is a technical image of a product's quality. And just like the quality of a product, described in words, depends on knowledge and the ability to use it, the standard is determined by the possibilities of technical modeling of the concept of quality. The understanding of quality is evolving,

and the technical model of the quality standard is also changing. Thinking has its own language, and technical creativity has its own language, designed to serve as a translator from scientific language to technical, understandable production. At the same time, the translator must feel well the organizational and technological capabilities of production, so as not to absolutize the value of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will lead the organization of production to a hellish state. The understanding of quality is evolving, and the technical model of the quality standard is also changing. Thinking has its own language, and technical creativity has its own language, designed to serve as a translator from scientific language to technical, understandable production. At the same time, the translator must feel well the organizational and technological capabilities of production, so as not to absolutize the value of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will lead the organization of production to a hellish state. The understanding of quality is evolving, and the technical model of the quality standard is also changing. Thinking has its own language, and technical creativity has its own language, designed to serve as a translator from scientific language to technical, understandable production. At the same time, the translator must feel well the organizational and technological capabilities of production, so as not to absolutize the value of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will lead the organization of production to a hellish state. the translator must feel well the organizational and technological possibilities of production, so as not to absolutize the value of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will lead the organization of production to a hellish state. the translator must feel well the organizational and technological possibilities of production, so as not to absolutize the value of the idealized model. The image of the model is significant when it fits into the image of production, otherwise the above situation will arise. Good intentions will lead the organization of production to a hellish state.

When the desire for a total organization of quality control came into conflict with the total target setting to increase production efficiency and it became clear that the conflict could not be resolved in the previous way, V. Schuchert, who worked in the technical control department of the American company Western Electric, proposed to shift the focus of management quality on the organization of the dynamics of the production process. The innovation of V. Schuchert was that he looked at production and the quality of production as a movement and in this context understood the main thing in the quality of movement: firstly, the achievement of stability, and secondly, the inevitability of deviation from the direction of movement.

In such conditions, it is time to step back from the abstract political ideals of the democratic reformers and come to grips with developing a “road map” for the revival of the light industry, in the expectation that the crisis emphasizes the relevance of the rationality of “brainstorming” as opposed to “economic schools” in the trend. What kind of “map” is this, based on the historical experience of the 20th century, when all the main events took place:

- the interests of national advancement should be a sustainable priority. I would very much like to talk about development, but it is not possible to get it on a national scale now;
- the rate on all-round support for light industry, like most areas of investment of public funds (financial, legal, political, humanitarian), contains a risk, but within acceptable limits;
- the creative potential of specialists is still high. He is quite competitive;
- make it clear to large retail chains the importance of acquiring and distributing goods produced in Russia, of course, taking into account their proper quality;
- to place first of all orders for production from those "who have already got on their feet and know how to sew." They have proven their worth;
- assist companies in obtaining European certification of materials, otherwise foreign firms will not be interested in them, and the goods produced by us will not get to the West;
- actively support companies with collective stands at international exhibitions;
- provide such enterprises with subsidies on loans for the purchase of raw materials and materials. The share of these loans in the total volume of lending should be from 50 to 85%;
- exempt modern imported equipment from import duties and VAT. Machines used in sewing shops are 90% imported;
- implement preferential leasing.

The wise Buddha laid down four key steps in the eightfold path: correct understanding; making the right decision; finding the right words and, finally, the right actions aimed at implementing the right decisions. The fate of the light industry now depends on what this last step will be. Its execution is the function of the Government. The political paradigm is extremely simple - we should not compete with anyone in the struggle for the global market, especially with the Chinese. The Chinese rightfully want to shoe and clothe the whole world. One fifth of the world's population lives in China. Our task is quite

different. We need to make sure that the Chinese do not shoe or dress us. To transfer the purchasing demand to our own Russian production, to interest in goods produced in the country. Such a task is quite within our power, as the manufacturers say.

Never before have shoe companies found themselves in such a situation as they are now. All markets are divided into many segments. Specialization has reached such a level that one can still hide from competition only in a small space between two adjacent segments of different markets or of the same market.

When creating new enterprises for the production of footwear, these five subjects of the Southern Federal District and the North Caucasus Federal District, identified in the conditions of competition, are not attractive due to the successfully developed shoe production.

As a result of segmentation, it was determined that the population of the two districts is unevenly distributed over the territory. The income of the population is much less than the average for Russia. When forming the assortment of footwear, one should also take into account the fact that a large proportion of the population is rural residents. It is also necessary to take into account the national characteristics of the inhabitants, their traditions. What is the main thing today for success in the market of many new and established firms, small, medium and large enterprises, many of which were small not so long ago, for numerous commercial structures and joint ventures? This is the company's ability to provide the consumer with shoes of higher quality than before, and, moreover, at the same or lower price.

Modern production, or, as it is commonly called, world-class production, must meet the following requirements:

– have greater flexibility, the ability to quickly change the range of products. The life cycle of products has become shorter than ever, the diversity of the product range is higher, and the serial production, the volume of batches of one-off production, is smaller. Hence, production focused on the production of mass, standardized products (strictly complying with standards, specifications, technical conditions), which is not able to constantly adapt to the needs of real, often small groups of consumers, is now doomed to extinction;

– use new forms of control, organization and division of labor, taking into account the more complex production technology;

– rely on integrated quality management. Quality requirements not only increased, but also changed the nature of decision-making: it is not enough to produce good products, you still need to think about organizing after-sales service, about providing additional branded services to consumers who are highly individualized in their requests;

– simultaneously improve product quality and reduce costs. If before it was possible to offer the consumer a lower quality product at a lower price and, conversely, a high price always corresponded to high quality, but today the situation has changed. Higher quality of the product should be provided at the expense of the same lower price.

Now in our country there is a situation where most of the population has a very modest income, and it is they who are a potential buyer of mass-produced shoes.

Solving the problems of style, marketing, advertising will allow domestic mass-produced footwear to be demanded by this wide sector of the Russian population. Small and medium-sized shoe enterprises should provide footwear for the more profitable part of the population, however, as well as highly automated production complexes.

In recent years, the absolute increase in the production of leather shoes has been constantly increasing, the range of shoes has been updated at shoe enterprises, taking into account the demand of the population, the production of model and insulated shoes, shoes with white leather uppers and natural patent leather, dressy shoes for children is increasing. The transition of the country's economy to market relations led to a sharp deterioration in the situation in the Russian footwear industry due to a decrease in the effective demand of the population, deepening inflationary processes, and a non-payment crisis, which, in turn, caused an imbalance in the sphere of production and circulation.

The shoe market is an integral element of economic relations, the main participants of which are, on the one hand, shoe manufacturers, and on the other hand, consumers. Footwear is one of the most complex groups of non-food products with a very diverse assortment as a product in this market.

Footwear is one of the most important goods produced by the light industry of the Russian Federation and imported from abroad. The degree of satisfaction of consumer demand, the profitability and profitability of organizations depend on the correct determination of the quantity and quality of models produced by shoe enterprises, on the competitiveness of the assortment. The result of the interaction of the constituent parts of the market (demand, supply, prices for shoes) is the possibility of supply to satisfy the demand for products at a specific price as much as possible.

Thus, the value of the footwear market is to meet the needs of the population. Accordingly, the development of the market leads to an increase in the level of security of an individual member of society. Markets are made up of buyers, and buyers differ from each other in a variety of ways: by their needs, financial and other opportunities, location, buying attitudes and buying habits. In market segmentation, businesses subdivide large heterogeneous markets

into smaller (and more homogeneous) segments that can be served more efficiently, according to the specific needs of these segments. Shoe enterprises for the successful implementation of their products, first of all, need to segment the consumer market and determine the target segment of this market.

The correct definition of quality, consistency and systematic quality management gives the manufacturer a decisive advantage in the competition for the consumer. It would seem that everything is simple, but simplicity is equally ingenious and deceptive. The general plan for solving the problem determines the vector of movement, sets the factorial priorities of the activity - nothing more.

The product produced by man is dual in nature, it combines the natural properties of raw materials and the features introduced into it by human labor. A product has a rental value and an added value. In this context, it is not the cost that is important - it serves as a quantitative equivalent of the quality of the goods in general, but the result of labor - in the form of a transformation of the natural state of the object. The product of human activity has a natural, basic, level and a superstructural, introduced one. Hence the need for a dualistic perception of the quality of the product, which should not be interpreted primitively as a double quality. The quality of the commodity is one, but the production duality of the product is associated with it.

Such a two-sided quality of the goods misleads those who, without understanding the art of dialectical thinking, seek to put everything “on the shelves”, forgetting about the structure of which these shelves are parts. The quality of the goods is only determined by a natural basis, but it is built artificially.

The quality of goods has several creators. This is a fashion designer, designer, technologist, manager; their qualifications, experience is measured without problems. Others are also within reach, only their measurement is difficult, especially when it comes to the consumer.

The economic situation affects both producers and consumers, shakes the market on the waves of its uneven movement, and along with purchasing power, the idea of quality.

Outwardly, the definition of the quality of a product produced for sale on the market seems to be an impossible task, because for this it is necessary to combine not converging, but (mostly) diverging views. Involuntarily, Krylov's Fish, Cancer and Pike, who undertook to drag the cart, are recalled. In our case, there are even more subjects.

The designer, technologist, manager (they can be combined) develop their understanding of the quality of the goods, they are connected by the common interest of the manufacturer. The buyer has a special approach to quality. As a consumer, he is not sure about the integrity of the manufacturer. In addition, the buyer has his own tastes, reasons, due to the real buying opportunity. There are also the interests of the market, which has become an independent subject of the economy. Speculation is legalized, attracts with its potential. By controlling the market, the intermediary - the speculator - is able to form an image of quality in his own interests, in particular, through advertising, the provision of priorities, etc. Finally, there is the quality of the product itself, expressed in the totality of properties of natural origin and added by the manufacturer. As a result, we came to the “quality square”.

Any general exists objectively, but only through the singular: at the end of the process, there is always a single, specific buyer, Pyotr Stepanovich Sidorov, and boots that Pyotr Stepanovich chose from dozens of different ones. They seemed to him the best in quality and price. The sales consultant professionally explained to Petr Stepanovich that there are boots of better quality in the same price range, but, being an independent person, he did not change his mind. That is why pre-sale preparation of products, the culture of the seller are important. The last word belongs to the buyer, his perception of the quality of the goods. Everything else just plays along with it.

The most serious contradiction, apparently, remains the divergence in the images of the quality of the product by the manufacturer and the consumer. The special importance of a different approach to the quality of the manufacturer and consumer is natural. They are the main subjects of the system of economic relations, they have a common goal - the product. The former produce it, the latter consume it, but they have different motives due to different positions in the system and the culture of perceiving the goal.

The manufacturer creates a product, but not the product - the ultimate goal of the manufacturer, but the realization of the product. The direct connection between the producer and the consumer is therefore local, which negatively affects the producer. The seller blocks the consumer from the producer, and the producer is forced to focus not on the market, but on the market situation, most often artificially formed by the speculator and advertising.

Money, perhaps, "does not smell", the advertising policy frankly "stinks", it is so far from objectivity and free from professional honor. Being in a state of irresponsibility for information, advertising serves the market clearly and in any form.

The manufacturer, unlike the seller, is responsible for information both by law and by his professional reputation. The seller manipulates information as he sees fit - the manufacturer is constrained by responsibility, moreover, the market often dictates the rules of relations to him.

What is the output for the manufacturer? There is only one way out - a direct presence in the market and significant investments in the education and education of consumers. It is difficult to overcome such a program alone, but united, it is absolutely real.

The domestic manufacturer has everything necessary to oust the speculator from the retail market. It has professional experience, qualified personnel, scientific and technical support, a certain confidence of buyers returning to the previous, pre-reform priorities, which are actively exploited by unscrupulous manufacturers and which the authorities bashfully close their eyes to, not wanting to return to the Soviet experience. Confectioners, meat makers, winemakers shamelessly use Soviet brands, replacing them with surrogates. The brands of Vyatka, Orenburg, Ivanovo, some Moscow and Leningrad enterprises. The return trend is gaining momentum. Of course, clothes and shoes are not sausage and vodka or chocolate and confectionery products of natural origin.

The formation of the assortment is the problem of specific goods, their individual series, determining the relationship between "old" and "new" goods, goods of single and serial production, "high-tech" and "ordinary" goods, materialized goods and (or) licenses and know-how ". When forming the assortment, there are problems of prices, quality, guarantees, service, whether the manufacturer is going to play the role of a leader in the creation of fundamentally new types of products or is forced to follow other manufacturers.

The formation of the assortment is preceded by the development of an assortment concept by the enterprise. It is a directed construction of the optimal assortment structure, product offer, while taking as a basis, on the one hand, the consumer requirements of certain groups (market segments), and on the other hand, the need to ensure the most efficient use of raw materials, technological, financial and other resources by the enterprise with to produce products at low cost.

The assortment concept is expressed as a system of indicators characterizing the possibilities for the optimal development of the production assortment of a given type of goods. These indicators include: a variety of types and varieties of goods (taking into account the typology of consumers); the level and frequency of updating the assortment; the level and ratio of prices for goods of this type, etc.

The assortment formation system includes the following main points:

– determination of current and future needs of buyers, analysis of ways to use shoes and features of consumer behavior in the relevant market;

– assessment of existing analogues of competitors;

– a critical assessment of the products manufactured by the enterprise in the same assortment, but already from the position of the buyer;

– deciding which products should be added to the assortment and which should be excluded from it due to changes in the level of competitiveness; whether it is necessary to diversify products at the expense of other areas of production of the enterprise that go beyond its established profile;

– consideration of proposals for the creation of new models of footwear, improvement of existing ones;

– development of specifications for new or improved models in accordance with customer requirements;

– exploring the possibilities of producing new or improved models, including issues of price, cost and profitability.

But one thing is true: it is a constant evaluation and revision of the entire range. In conclusion, I would like to emphasize once again that all this will become a reality if one main condition is met, namely, the production of domestic footwear will be of high quality and taking into account the interests of this very consumer.

The environment for a person in clothes and shoes is air, hard ground or snow and water. Individual areas of the human foot may be in contact with any of these media. In cold conditions, with the difference between the temperatures of the human body and the environment, there is a continuous heat exchange, the transfer of thermal energy from the human body to the environment. Under rapidly changing environmental conditions and the regime of physical activity, it is almost impossible to maintain a state of thermal balance. The process of cooling the feet is accompanied by the appearance of various uncomfortable sensations in the wearers of the shoes.

The development of mathematical models of the "man-suit-environment" system, which makes it possible to create algorithms for calculating the initial parameters for personal protective equipment for a person, is an urgent and direct task of mathematical modeling as part of the development of personal protective equipment for a person located in climatic zones with elevated temperatures.

Figures approximating the human body are considered as systems with distributed or lumped parameters. When approximating the body with one cylinder, one can speak only of an approximate reproduction of the thermal regime of a person. A rough approximation is provided by models in which the thermal conductivity, heat production and heat loss of body tissues are taken constant over the entire thickness of the cylinder or layer. Most authors do not take into account the system of human physiological thermoregulation. They consider a person in comfortable conditions, when the mechanisms of thermoregulation are inactive. Our studies take into account the thermoregulation system. Blood flow in tissues, metabolic heat production and evaporative heat loss are considered as functions of average body temperature; brain temperature and average skin temperature; brain temperature,

To select the optimal power, the authors have developed software that allows manufacturers, based on an innovative technological process using universal and multifunctional equipment, to produce

the entire range of footwear at minimum, average and maximum costs, which creates the basis for varying the price niche, including through gradual increase in the share of domestic components in the production of leather products with a significant reduction in the cost of its manufacture. At the same time, it was justified to choose exactly those criteria that have the greatest impact on the cost of finished products as criteria for a reasonable choice of the optimal power when forming the algorithm, namely:

- load factor of workers, %;
- labor productivity of one worker, a pair;
- wage losses per unit of output, rub.;
- specific reduced costs per 100 pairs of shoes, rub.

Of the four criteria cited, in our opinion, the main ones are the labor productivity of a worker and the specific reduced costs.

Labor productivity of 1 worker is the most important labor indicator. All the main indicators of production efficiency and all labor indicators depend to one degree or another on the level and dynamics of labor productivity: production, number of employees, wages, wages, etc.

To increase labor productivity, the introduction of new equipment and technology, extensive mechanization of labor-intensive work, automation of production processes, advanced training of workers and employees, especially when introducing innovative technological processes based on universal and multifunctional equipment, are of paramount importance.

Specific reduced costs - an indicator of the comparative economic efficiency of capital investments, used when choosing the best of the options for solving technological problems.

Reduced costs - the sum of current costs, taken into account in the cost of production, and one-time capital investments, the comparability of which with current costs is achieved by multiplying them by the standard coefficient of efficiency of capital investments.

Shoe enterprises should focus on both external (consumer enterprises, competition, market conditions, etc.) and internal factors, such as sales volume, profitability, covering basic costs, etc. However, it is impossible to take into account and foresee all situations that may arise. when selling shoes, i.e. some shoe models at a certain stage are no longer in demand.

Thus, the regions, on whose territory the territories of advanced socio-economic development, including footwear, are organized, become leaders in economic development, determine the competitiveness of the economy of these regions, and provide social protection to the population of these regions. The vector of modernization of the regional management approach has been determined. Time has already gone by the clock. It remains to be recalled that “Time is our living space”, therefore, lost time, untimely actions inevitably lead to the loss of the advantage of an advantageous position in a competitive world - misunderstanding of this is mortally dangerous for all of Russia.

It is necessary to revive the role and significance of a quality-oriented strategy, since only in this case, enterprise managers will subjectively and objectively be forced to improve their production using nanotechnologies and innovative processes so that competitive and sought-after materials and products fully meet the needs of domestic consumers. At the same time, the assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, market requirements should dictate to manufacturers the need to increase the role of the state and consumers in the formation of sustainable demand for domestic materials and products, namely: to maintain the range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations aimed at the use of new technological and engineering solutions, including making a quality revolution either through the quality of advertising, or through real quality.

It is important to implement one of the defining principles of production efficiency - the manufacturer produces exactly what the consumer needs in an assortment that creates the basis for meeting demand. It is equally important to understand the role and significance of quality activity, that is, to what extent leaders penetrated the essence of things, learned to manage things, change their properties (range), form, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person, that is, in in accordance with the requirements of the Federal Law "On Technical Regulation". Both political leaders and the government have recently been talking about the need for a competent industrial policy. However, if we carefully consider the regulatory, methodological documents on the structural restructuring of industry, then the thought appears,

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, in his book “Out of the Crisis” says: “... managing paper money, not a long-term production strategy - the path to the abyss. Regarding whether the state should pursue an industrial policy, one can cite the statement of the outstanding economist of the past, Adam Smith, who 200 years

ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants," you can't say more precisely. What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, budget surplus and other financial and economic achievements. And what, is this really the end result of public administration, and not the quantity and quality of goods and services sold in the domestic and foreign markets and the population's ability to pay to purchase these goods and services? And, ultimately, not the quality of life of the population of the country? Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase high-quality goods and services. These two factors (quality and solvency) depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The effectiveness of the work of enterprises depends on the state of management, on the level of application of modern management methods, on the implementation of production quality requirements.

The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries, which at one time came out of such crises (the United States in the 30s, Japan, Germany - in the post-war period, later - South Korea and some other countries) shows, in all cases, the basis for industrial policy and the rise economy was put a strategy to improve the quality, competitiveness of products that would be able to win both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative were subordinated to this main goal.

Positive changes in the quality of goods require qualitative changes in engineering, technology, organization and management of production. Production must improve, which does not mean becoming more costly. Absolutely right, attention was drawn to one phenomenon that usually slips away in the bustle of the problem - the historicity of the economy. The way it is perceived now, the economy has not always been and will never remain. Economic life changes over time, which forces one to tune in to its changing existence. The modern economy is built on a market foundation and the laws of the market dictate its own rules. In the foreground are profit, competition, efficiency, unity of command. How long will this continue? Analysts say the symptoms of a new economic order are already on the rise. The next turn of the economic spiral will also spin around the market core, but the significance of the market will not remain total. The priority of market competition, aggressively marginalizing the "social sector", is not compatible with the prospect of economic development, as evidenced by the steady desire of social democracy in the West to turn the economy on the front for social security, a fair distribution of profits. The new economy is called temporarily "prudent". The current principle: "survival of the strongest, most adapted", will replace "social production partnership - the manager and the manufacturer will become members of the same team. Mass production will give way to an organization corresponding to the implementation of the principle - "the manufacturer makes exactly what the consumer needs." A "thrifty" economy will be focused on resource-saving technologies and environmental friendliness of production. She demanded a new look at the root concepts. Therefore, the philosophy of quality must also change. We must be prepared for the coming events.

The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universally relevant, it is strategic. The dilemma in relation to quality is reasonable only within the limits of the opposition of the ratio of actions "immediate" and "indirect". The saying "it's all about him" owes its origin to quality. It is possible to "forget" about the problem of quality solely because any fruitful and luminous activity is ultimately aimed at improving quality. Quality is either "on the mind" or "implied". From the correlation in the dynamics of these projections, quality problems in creative thinking are built into an appropriate schedule that reflects the relevance and profitability of activities aimed at developing production.

The most significant and global in nature are international standards for quality management. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation and quality should become a priority.

The results of studies conducted under the UN Development Program made it possible to measure the

share of the "human factor" in national and global wealth: 65% of the wealth of the world community is the contribution of human potential, and only a third of the world's wealth comes from natural resources and the production structure. A quality-oriented strategy undoubtedly contributes to the growth of the very role of the subjective factor in the development of production, and to a more complete and comprehensive satisfaction of human needs themselves. The desire to "live according to reasonable needs", as well as the need to "work according to the possibilities", together with the communist ideal, no one dared to openly and officially cancel, realizing the absurdity of denying the essential forces of man. In the "hot" state, the problem of quality is sustainably supported by both the internal forces of active consciousness and external life factors. The highest function of consciousness is cognitive.

It is believed that by knowing nature, its quality, state of quality, quality levels are revealed, embodying new knowledge in production. Post-classical economic thought shifted quality towards consumption, trying to give production a “human face” - a person alienates himself in the production process, but this measure is forced and, in a systemic sense, is temporary, conditional. Labor is a kind of “terrible cauldrons” that Vanya the Fool had to overcome in order to turn into Ivan Tsarevich. And here it is absolutely justified to believe that the main thing in production is the result, not the process. Consumption regulates the market. Therefore, the demands of the market must dominate production. The task of society is to contribute worldwide to the development of demand in the market: to maintain a range of goods, stimulate price stability, increase purchasing power, improve the quality of goods. E. Deming, calling the "network of deadly diseases" of modern production, puts in the first place "production planning that is not focused on such goods and services for which the market is in demand." Try to answer him. Production in the transition from industrial to post-industrial society of mass consumption is conceived as a function of the market. And the authors fill these properties of quality with criteria, namely:

-ideology of quality - the prospect of development of production;

- quality management is an integrated approach to solving the problem of quality;

- fashion and technical regulation - components of the quality of manufactured shoes;

- quality systems "ORDERING/5 S" and "THREE" NOT "- not only the basis of stability and production safety, but also a guarantee of quality;

- quality in the market is a paradigm of formation of production that satisfies the needs of the market;

- advertising is always at the service of quality;

- an excursion into the past as a guarantee of quality in the future;

- a model for assessing product quality - these are production priorities;

- forecasting the cost of quality when developing a new range of footwear is the key to its demand and its competitiveness;

- methodology for business visual evaluation of the product - a means of assessing the effectiveness of quality;

- improving the quality and competitiveness of domestic safety footwear;

- on indicators for assessing the quality of footwear - as a tool for the formation of demanded products;

- quality and market: a marriage of convenience and this is indisputable;

- the stability of the work of enterprises is the guarantor of the quality of the shoes they produce - all these aspects together provide a quality revolution that guarantees the manufacturer stable success in the market with unstable demand.The authors analyzed the possibilities of the policy and goals of the enterprise in the field of quality within the framework of the QMS in order to fight for defect-free production, for the reduction of defects and to guarantee consumers the high quality of manufactured products. The use of software for assessing the validity of the choice of innovative technological solutions for the production of import-substituting products by domestic enterprises creates the prerequisites for its demand and competitiveness not only in the domestic market, but, most importantly, in its export. The need to improve the quality management system at domestic enterprises is due to the following important reasons:

Firstly, this is an increase in the confidence of potential consumers in the products that will be produced by domestic enterprises.

Secondly, it is an opportunity to significantly strengthen its position in existing markets, as well as significantly expand its spheres of influence by entering new domestic and foreign markets.

Thirdly, this is a significant increase in labor productivity of any industrial enterprise, which is expected to introduce a QMS using effective management.

The choice of light industry enterprises as an object for assessing the effectiveness of the socio-psychological factor in the implementation of the QMS is due to the fact that these enterprises are characterized by the presence of highly qualified workers and specialists. Thus, the Policy of goals and objectives of the QMS will be implemented much more professionally and at a lower cost due to three main aspects: employee involvement, process approach and systematic approach. In addition, the personnel of light industry enterprises are more effectively able to realize the goals and objectives of

the QMS also because control activities are more professionally carried out to fulfill the following situations: persuasion, execution of delegated powers, creation of conditions for increasing productivity and effective use of the business qualities of employees.

The task of increasing competitiveness is especially urgent for those enterprises that, due to external factors (increased competition due to globalization, the global financial crisis) and internal (inefficient management), have lost their competitive positions in the domestic and foreign markets. In response to negative processes in the external environment, the processes of regionalization and the creation of various network structures are intensifying, one of which is the union of commodity producers and the state.The cultural characteristics of Russian entrepreneurs, according to most researchers who used a systematic approach, include dependence on the team and the norms of behavior formed by it, the desire for trusting relationships, avoiding irresponsibility. Often the personal qualities of an employee are given priority over their success in the performance of their work, there is a mixing of personal and business relationships. Also, our Russian reality has noticed the propensity of entrepreneurs and their employees to bribery, concealment of income from the tax service, forgery of documents, disregard for ethical standards in relation to competitors. There is a gap in communication between the manager and the employee, in another way it can be said that the head of the enterprise is inaccessible to lower-level employees. It is also noticed.

As a result of the foregoing, the conclusion is that in Russia the enterprise and the management of personnel management are formed inefficiently and there are practically no working collective ties. Enterprises pay all their attention to the fulfillment of the conditions that the employees of the state bureaucracy have set for them, and not to the fulfillment of responsibility to consumers and society. Therefore, there is a difficulty in introducing progressive foreign management methods into Russian practice. In order to most successfully implement effective personnel management and prepare employees for a change in the approach to working in a team, first of all, it is necessary to establish measures to encourage individuality in each employee of the enterprise and eliminate the established inaccessibility of the manager to the lower level.

The implementation of all the results of research proposals is possible only if regional and municipal branches of government actively participate in their implementation in order to create new jobs in small and medium-sized cities, guarantee their population all the social benefits for a decent life, providing their financing , including the work of preschool and school organizations, medical and cultural institutions, distracting young people from the street and other undesirable phenomena, and the appearance on the demand markets of demanded products with a price niche acceptable to most consumers in these regions will reduce the migration of the population from these regions precisely for account of financing of all socially significant programs.

The destruction of small and medium-sized towns, which is observed in the regions of the Southern Federal District and the North Caucasus Federal District, is also characteristic of other regions of Russia. Migration, lack of jobs, social problems provoke a deepening crisis and the federal authorities urgently need to change this attitude towards their regions, forming a new economic and geographical approach to their strategic management, highlighting three vectors of priority development for such regions, namely:

- leveling (due to the redistribution of resources to equalize the living standards of the population, especially in small towns);
- stimulating (creation of conditions in the regions with specific advantages of the formation of social living conditions);
- geo-economic (providing security through the costly development of these regions, taking into account border and strategically important ties with other regions).

Planning belongs to the fundamental features of the history of human life, characterizes the essence of rationality in the form of consciousness. Man, in order to become homo sapiens, has gone through an evolutionary path of 2.5 million years. Our ancestors were homo habilis, homo erectus, immediate predecessors who failed to take advantage of intelligence, African homo sapiens, Neanderthals, Cro-Magnons, the Altaic form of homo sapiens, and perhaps many other forms. Reasonableness is not only the main sign of the quality of modern man, it indicates the vector of development of the species. Labor, sociality arose in the process of natural changes, so it is not surprising that once upon a time "skillful people" lived, who were replaced by "upright people" who assimilated the stable characteristics of "skillful people" is not necessary. The merit of homo sapiens is that, developing his rationality, he was able to give the development of labor the form of labor activity, and social ties the quality of social life. Labor activity has become the basis of human history, society - the form of its organization, rationality - the driving force. Being reasonable is not enough, you need to be aware of the total significance of the mind as the ability to cognize and control activity. All crises in history are the product of a crisis in the rationality of consciousness, its cognitive ability and social responsibility. The concepts of "consciousness" and "intelligence" are different. Intelligence is a sign of a species, consciousness is a sign of a social subject, which can be a person, community - marriage, family, social group, historical form of community. At the same time, consciousness and rationality differ only

within the framework of their historically established unity.

Reason is the power of our cognition, consciousness is a means of managing knowledge, it directs and limits activities in the mutual interests of social subjects and the natural conditions for the implementation of activities, therefore science is both a special form of cognition and a social means of regulating the possibilities of applying knowledge. The necessity of science is conditioned by developing labor. Labor in the world of living beings before the human formation remains unchanged and is regulated by instincts, conditioned reflexes. The highest achievement of knowledge at this level is ingenuity. Understanding, which opens access to knowledge of the laws of relationships and changes, has become relevant with the possibility of sustainable transformation of the habitat. Science ensures the efficiency and safety of human participation in the development of reality as natural, as well as social. Together with philosophy, it is called upon to build human reality into the logic of world development.

Activity management is the initial requirement for the sustainability of human existence in the developing world. Planning is a universal function of activity management. Conflicts in understanding the significance of activity planning are explained by the interpretation of the concept itself, and are primarily of a verbal origin. Even Plato and Aristotle realized the epistemological peculiarity of the concept as a form of human knowledge. The concept, in contrast to figurative thinking - ingenuity - generalizes the range of specific phenomena, therefore it also implies its own characteristic expressiveness. Only the word can form the concept. It is with the verbal expression of the concept that numerous difficulties in achieving understanding are associated. We define a general phenomenon not directly, but indirectly through the concept created by consciousness. The concept is revealed with the help of words. The significance of the verbal instrument in scientific knowledge prompted well-known thinkers in the 1920s-30s to organize a special study of the possibilities of the word as a way of formalizing scientific understanding. The linguistic direction in positivism could not solve the stated problem, but made it possible to comprehend its significance for science. The transformation of science into a direct productive force in the process of scientific and technical revolution of the mid-twentieth century showed that the correct interpretation of the content of the concept in words is also significant for managing the practical application of scientific creativity in economic activity. The linguistic direction in positivism could not solve the stated problem, but made it possible to comprehend its significance for science. The transformation of science into a direct productive force in the process of scientific and technical revolution of the mid-twentieth century showed that the correct interpretation of the content of the concept in words is also significant for managing the practical application of scientific creativity in economic activity.

The scale, content, forms and significance of competition have put it among the global problems of human development with one important clarification: it is not humanity itself that benefits from achievements in the competitive struggle, but individual subjects of human activity, starting with the personality of the performer and manager, and up to those states in whose interests they work. Therefore, the organization of effective participation in competition should be considered as a leading indicator of professional competence, spiritual maturity and political consciousness, bearing in mind, of course, economic policy.

A special place in this struggle, there is no other way to call it, is occupied by the mood of self-consciousness, the system-forming factor of which is professional culture. If human capital determines the growth of production, then the quality of education lays the foundation of human capital. Competences are not effective on their own, they are valid when they are formed as the needs of an individual, developed diversified and in harmony with their own, national and universal interests.

The success of critics of the Soviet system of management of the national economy, on the wave of which they tried to put an end to the socialist gains in the field of planning, was largely the result of elementary pseudoscientific speculation in the content of basic concepts, successfully superimposed on the provoked objective difficulties and the low level of mass economic and political thinking - the habit of waiting " instructions from above", hopes for the prudence of statesmen. The 1990s will go down in national history not only as a time of another political turmoil, a socio-economic crisis, but also as a test of national self-consciousness, a harsh time of its purification from various kinds of temptations. You need to rely solely on yourself. Everyone who is in the West, East, South of Russia should have the status of partners in solving global challenges, it is not reasonable to ignore the experience of others, but you need to follow the common path in your own way. You can only believe in yourself, regularly checking the achievements with the direction and development plans, this is the strategic postulate.

As for the practical course of implementing the political strategy, the situation has also become clearer

here. Without planning, there is no sustainability in development. It is necessary to understand the multidimensionality and scope of planning. The organization of production in all its scales requires planning. Socialism and capitalism should not be seen as alternatives to social progress, but as different systems for planning socio-economic development. Socialism cannot be historically one-dimensional, since it is historically prepared and must absorb the national specifics of development, and capitalism is just as diverse. Socialism and capitalism have a common production platform, they demand the industrialization of the economy. K. Marx and F. Engels considered socialism as a solution to the contradictions of an industrially developed economy.

The modern world economy has a global, more precisely, an integrated look, thanks to the fact that it has become industrial by the third millennium. Along with industrialization, the inconsistency of the organization of production and the forms of its sustainability were revealed. Hence the permanence of crisis phenomena. The construction of competition and freedom of the market into the Absolute has led to the fact that they no longer reckon with the magnitude of the losses from the struggle of all against all. Japan, borrowing the specifics of the socialist practice of the Soviet Union, countered the ideal of competitive struggle for survival with the principle of efficiency in management. Japanese analysts rightly identified the advantages of consolidation in creativity over the desire to defeat a competitor at any cost. Efficiency does not negate the importance of competition, it gives competition a cultural expression, naturally inherent in a civilized form of life. Competition in the field of activity is a refined form of the struggle for survival. It is regulated by law, but the moral value of the social organization of human life is suppressed in it. Competition in the absence of dominance in solidarity relations inevitably leads to disunity, conflict and, as a result, to the strengthening of the functions of law due to the weakening of the position of morality.

Physics recognizes four forces: electromagnetic, gravitational, strong and weak interaction. By analogy with nature in modern social life, one can also distinguish between strong and weak interactions. Strong - provides morality.

The fact that moral interaction is really strong is confirmed by the way it is maintained - self-control of the consciousness of the individual and all group subjects that form society. The weakness of the legal interaction of social subjects among themselves and with society as a whole requires the organization and functioning of a special state institution. Neanderthal man, like the Cro-Magnon man, was already intelligent and socialized, moreover, in physical status he had more strength, but he could not stand the competition and died out. One of the versions of anthropologists claims that the weak link of the Neanderthal was his lack of communication skills. Social relations should serve the greatest possible realization of the potential of homo sapiens. Competition in the economy reproduces subjective originality, in particular, the originality of personality, and, in a certain sense,

All outstanding scientific economists of the 19th century were noted in the history of philosophical thought. This fact is indicative. It illustrates the specifics of economic science. Its subject is the processes on which the personal and social life of a person is based. The attempts of liberal economists to isolate economic activity and oppose it to political activity are nothing but the desire to take capitalism beyond the limits of their own understanding of social progress in the recent past - to stop social history at its bourgeois level.

Neoliberal ideologues refuse to support the logic of a democratic approach to understanding history. When the democratic movement was taking shape in England and France, its founders saw capitalism as a way to resolve social and political contradictions. Feudalism has exhausted its historical resources, the democrats argued, and must give way to a social system that is more historically dynamic and more capable of meeting social demands. Bourgeois society, following this pattern, will also become obsolete over time, but in the old feudal tradition it will cling to the lost right to present a social perspective. It is easy to see that propaganda uses the terms “capitalism”, “bourgeois society” less and less often, replacing them with “industrial”, “new industrial”, “post-industrial”, "technotronic", "information" societies. The concept of "mode of production" is simplified in liberal interests to a "form of organization of production", and political economy is minimized into economics. The purpose of such a transformation is to transfer economic thinking to the level of technical concepts, which will simplify economic methodology, limiting ourselves to mathematical calculations and models.

The main thing is to remove the burden of political responsibility from economic theory, to separate economic reflection from state concerns. Relations of ownership and distribution are camouflaged, their disproportions are transferred to the section of technical problems. The meaning of the outstanding achievements of economic science is distorted. Thus, A. Smith's substantiation of the need for freedom for subjects of production activity boils down to freedom of competition, while the Scottish scientist also had in mind the freedom of cooperation for producers, which is especially significant in relation to small and medium commodity production. Cooperation develops economic planning.

In the light of modern tensions in international relations, projecting political restrictions on economic relations seems to be an extremely significant measure to understand the concepts of "management", "organization" and "planning". It is on them that the

revision of the classical political and economic scientific heritage is focused.

The theory of control in its general form was formed by the end of the 1950s, when, after numerous experiments using differential equations and the calculus of variations, modifications of classical theories and methods, it was discovered that the problems of engineering activity and economic changes that seemed different had a common mathematical description. Management as a specific subject-oriented activity implies the need for a high level of organization of the process, which is impossible without the inclusion of planning based on scientific calculations in the activity.

The problem here is not at all Hamletian: "to be or not to be!?" Problem: how to plan? At a time when the producers were artisans and guild organizations, production was piecework, so everyone planned according to their capabilities, planning was not among the urgent problems. The situation changed radically with the Industrial Revolution. Production has become mass, the time has come for a competitive struggle for the market for raw materials, sales, and labor.

Reflecting the changes that have taken place, planning has changed in all its modes of operation and forms of manifestation. Hence the differences in attitudes towards planning among producers and in economic theory, which is going through a difficult time in its history. Bulgakov's professor Preobrazhensky taught that revolutions, in order to be successful, must begin and mature in people's heads. The writer's observations confirmed the events of the 21st century crises.

Even before the latest crises, critical researchers were uncomfortable, they came close to understanding that economic recessions, recessions that significantly hinder social progress, are not caused by external factors: financial adventures, political and military conflicts, infectious pandemics. Their reasons are in the contradictions of the production itself, in particular, the inefficiency of management, opportunism caused by political considerations that run counter to the laws of the economy. An unmeasured number of Nobel laureates among economists, approaching the number of physicists who have developed a modern scientific picture of nature, only once again convinces of the sustainability of the crisis in economic theory. Scientific knowledge is fixed in theory, but not every theory has the quality of scientificity. The development of science is, from the methodological and epistemological points of view, a change in the rules for achieving the quality of the cognitive process. "... The growth of scientific knowledge, wrote one of the most authoritative experts in the field of epistemology K. Popper, is the most important and interesting example of the growth of knowledge. In considering this question, it should be remembered that almost all the problems of traditional epistemology are related to the problem of the growth of knowledge. I am inclined to say even more: from Plato to Descartes, Leibniz, Kant, Duhem and Poincare, from Bacon, Hobbes and Locke to Hume, Mill and Russell, the development of the theory of knowledge was inspired by the hope that it would help us not only to learn something about knowledge but also to make a certain contribution to the progress of knowledge, that is, to the progress of scientific knowledge. changing the rules for achieving the quality of the cognitive process. "... The growth of scientific knowledge, wrote one of the most authoritative experts in the field of epistemology K. Popper, is the most important and interesting example of the growth of knowledge. In considering this question, it should be remembered that almost all the problems of traditional epistemology are related to the problem of the growth of knowledge. I am inclined to say even more: from Plato to Descartes, Leibniz, Kant, Duhem and Poincare, from Bacon, Hobbes and Locke to Hume, Mill and Russell, the development of the theory of knowledge was inspired by the hope that it would help us not only to learn something about knowledge but also to make a certain contribution to the progress of knowledge, that is, to the progress of scientific knowledge. changing the rules for achieving the quality of the cognitive process. "... The growth of scientific knowledge, wrote one of the most authoritative experts in the field of epistemology K. Popper, is the most important and interesting example of the growth of knowledge. In considering this question, it should be remembered that almost all the problems of traditional epistemology are related to the problem of the growth of knowledge. I am inclined to say even more: from Plato to Descartes, Leibniz, Kant, Duhem and Poincare, from Bacon, Hobbes and Locke to Hume, Mill and Russell, the development of the theory of knowledge was inspired by the hope that it would help us not only to learn something about knowledge but also to make a certain contribution to the progress of knowledge, that is, to the progress of scientific knowledge. Popper, is the most important and interesting example of the growth of knowledge. In considering this question, it should be remembered that almost all the problems of traditional epistemology are related to the problem of the growth of knowledge. I am inclined to say even more: from Plato to Descartes, Leibniz, Kant, Duhem and Poincare, from Bacon, Hobbes and Locke to Hume, Mill and Russell, the development of the theory of knowledge was inspired by the hope that it would help us not only to learn something about knowledge but also to make a certain contribution to the progress of knowledge, that is, to the progress of scientific knowledge. Popper, is the most important and interesting example of the growth of knowledge. In considering this question, it should be remembered that almost all the problems of traditional epistemology are related to the problem of the growth

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The German specialist drew attention to an important change in the vector of movement of scientific and philosophical knowledge. In the initial period of the history of science and philosophy, when a scientist and philosopher most often acted in one person, there was a belief that the subject of study were objects of interest, or that knowledge about them that had already been obtained in experience - ideas, images, concepts. With Berkeley, Hume came a new interpretation: in order to achieve the objectivity and significance of knowledge, it is necessary to investigate not thoughts, opinions, views, but logical signs of judgments, statements and sentences. K. Popper commented on this shift of interest as follows: “I am ready to admit that this replacement of Locke’s “new method of ideas” with the “new method of words” was an undeniable progress, and it was urgently needed in its time.” However K. Popper refused to recognize the "new method of ideas" as the main method of epistemology, explaining his opinion by the one-sidedness and vulnerability of its use. We were forced to recall the thoughts of K. Popper by the following consideration: the classics of political economy began with a real-life subject, trying to discover its stable characteristics, developed concepts that reflected these features, tried to “glue” them into a system that describes the change in the state of the object of study, ran into contradictions of ideas and reality, discussed, based on the real practice of the analyzed phenomenon. They were contemporaries of the Industrial Revolution and the revolutionary potential of classical capitalism. Capital then was industrial capital. Financial capital was only taking shape as an independent system. Political economy did not reflect speculation, virtual phenomena, she served the real movement. The vector of industrial and economic progress coincided with the ideology of those who were interested in it. The transformation of victorious capitalism turned out to be in the interests not so much of society as a whole, but of a certain part of it, by the way, also torn apart by the specifics of interests.

Economic theory, which is connected with the activities of social subjects, began to lose the need for objectivity and therefore moved from the position of analyzing ideas to analyzing the forms of their expression. The methodological equipment of economic analysis has also changed. Quantitative analysis has supplanted the quality of scientific synthesis of primary information. Conceptual analysis has been replaced by linguistic exercises and semantic studies under the plausible pretext of overcoming the ambiguity of concepts. In no science has so many new terms appeared as in economic theory.

The formation of new words is a natural phenomenon for science, but in each case, the legitimacy of neologisms is needed. Physicists, mathematicians, chemists, as a rule, manage with the accumulated stock of verbal expression of concepts. In economic theory, there is a kind of competition - who will come up with a new word more and faster, so the description of real phenomena is not concretized, but blurred, complicating the understanding of the subject. The concept of "planning" generalizes the functioning of subjects of economic activity, the scale of its movement, and much more. Planning can be within a single enterprise, then it is not a political element of control - it is determined by management based on the economic situation; branch, on this scale it already has signs of a political phenomenon. Planning is divided into directive - mandatory for execution and indicative, that is, conditional, allowing you to count on preferences. Distinguish between current and long-term planning. But, regardless of the nature, planning is a universal management tool in the systemic organization of activities - cognitive, practical, synthetic.

F. de P. Hanika - Professor at the University of Khartoum, taught a course at Cambridge. In the book New Ideas in Management, using the example of financial estimates, he identifies three main points in resource management, and in all planning comes first. Moreover, he begins the final chapter "Analysis of operations" with "Improving control technology" and concludes: "A group of new methods based on network analysis and applied in the planning and control of complex projects is developing rapidly."

The reflections of J. Galbraith are still interesting and relevant, therefore, in the context of our preface, we will give fragments of his text selectively, but relatively completely. J. Galbraith stated: “Of all the words in the businessman's lexicon, such words as planning, state support and socialism are the least pleasing to his ear. A discussion of the likelihood of these phenomena occurring in the future would lead to the realization of the amazing extent to which they have already become facts. It would also not go without stating the fact that these terrible things arose at least with the tacit consent of the industrial system, or as a result of the fact that she herself needed them.

J. Galbraith sees the future not in confrontation, but in convergence: “Thinking about the future, the scientist wrote, one would also reveal the importance of the trend towards convergence of industrial societies, no matter how different their national or ideological claims may be. We mean convergence due to a roughly similar system of planning and organization. Convergence is associated, first of all,

with the large scale of modern production, with large capital investments, advanced technology and complex organization as the most important consequence of these factors. All this requires control over prices and, as far as possible, control over what is bought at these prices. In other words, the market must be replaced by planning.... Large-scale industrial production requires so that the supreme power of the market and the consumer be largely eliminated." Further, J. Galbraith makes an even more imperative conclusion: "The ability to regulate aggregate demand is not inherent in the industrial system - the ability to provide purchasing power sufficient to absorb everything that it produces. Therefore, it relies on the state in this area." The economic policy of the government of Boris N. Yeltsin was determined not by the international experience of political and economic reforms, but by the circle of liberal advisers from the United States who went bankrupt in their own country. Anyone who had a chance to listen to Gaidar's speeches justifying the economic redistribution of society was steadily surprised by their terminological richness and their little intelligible effect. Gaidar was aware of the adventurism of the economic program, its grave consequences for the people and national history.

It was no coincidence that J. Galbraith devoted a separate chapter to education and emancipation, reminding university professors of their professional responsibility for the social consequences of their inaction. Vocational education, by its systemic position, should form in specialists an understanding of the essence of economic and political processes. It is dangerous to replace education with enlightenment and training, it is designed to create conditions for the formation of a person's worldview position: "Not a single intellectual, not a single artist, not a single teacher, not a single scientist has the right to afford the luxury of doubting his responsibility. No one, except for them, can take upon themselves the protection of goals that are essential for our time, "concluded the American politician, concerned about the fate of the world. The social and cultural aspects of planning go through the entire history of improving the quality management system for production and manufactured goods. It is easy to see how the scale of the approach to quality planning has changed from the first experiments of F. Taylor, F. Crosby, A. Feigenbaum and the achievements of Soviet specialists. In the history of quality management, the significance of two factors has become clearer than otherwise:

firstly, the dependence of quality on the perfection of planning;

secondly, the need to consider planning not only in a technological aspect, but also in a broad sociocultural one, in order to involve the entire spiritual and physical potential of the individual in production activities.

Two centuries ago, the French sociologist and economist Proudhon decided to look into the origins and causes, and at the same time into the minds of the disadvantaged under conditions of capitalist accumulation. He outlined his thoughts in the book The Philosophy of Poverty, to which K. Marx responded with his monograph The Poverty of Philosophy, which was pretty much forgotten. Marx showed the dependence of socio-economic research on the philosophical maturity of analysts. By that time, K. Marx and F. Engels were actively introducing a new view of philosophy, which was already stated in K. Marx's "Theses" on L. Feuerbach. Philosophy cannot be only a form of a contemplative worldview, philosophical reflection should serve as a tool for understanding the worldview and methodological foundations of human activity in its entire spectrum from cognition to the transformation of reality.

Conclusion

We have already noted the stable connection of the leading political economists with philosophy at a time of intense bourgeois progress. This progress was contradictory, unevenly distributed, but it was, because there was a philosophy of bourgeois development. Economic science relied on philosophical methodology and scientific discoveries. The leader of the progress was industrial capital, focused on the construction of real production capacities, the use of scientific and technological achievements. In the twentieth century, capitalism has changed significantly, its ideologists have lost their former confidence in a prosperous future. Rational thinking was supplanted by empiricism, and with it came utilitarianism in its most primitive expression. Planning has an ideological scale; it is a function of intelligence, which has taken shape in human consciousness. Let's repeat: such fundamental signs of consciousness as the ability to abstract and generalize, combined with the anticipatory reflection of changes in reality, intersect precisely in the need to plan activities. Otherwise, the knowledge of the patterns of change, the delayed effect of the actual action lose their meaning.

Planning can also be understood as the realization of freedom of activity. The question: what kind of planning ensures the effectiveness of activities is solved in theory, but the reality of planning is determined by politics, and politics only partly coincides with logical necessity. If politicians really strive to make the development of production high-quality and efficient, then they must expand planning on a total scale, find a balance in the structure of investments, thinking, first of all, about activating human potential. In order for human capital to work and become profitable, its corresponding accumulations are needed. This is the law of normal capitalism. There are examples of the implementation of an economic policy focused on the systematic

development of the human factor. Let us refer to the Chinese modification of the principle of inclusiveness developed by D. Acemoglu and J. Robinson. The Chinese concretized the ideas of the authors of the project in ways to achieve common goals: putting forward the development of human resources as a priority; focus on achieving full employment; professional development of workers, social security and sustainability of promotion, which guarantees small towns in the regions of the Southern Federal District and the North Caucasus Federal District to reduce the migration of the population located in these regions, we consider it justified to focus on the analysis of planning experience, the reasons and conditions for the efficiency of production development, depending on which planning should be a locomotive progress in the real sector of the economy of these enterprises located in small towns. Theoretical research is combined with a critical analysis of specific practical results.

The vector of modernization of the regional management approach has been determined. Time has already gone by the clock. It remains to be recalled that “Time is our living space”, therefore, lost time, untimely actions inevitably lead to the loss of the advantage of an advantageous position in a competitive world - misunderstanding of this is mortally dangerous for all of Russia.The quality of "it is written for generations" to be at the epicenter of both scientific and amateurish reflections at all times. The problem of ensuring the quality of activities is not just universal, relevant, it is strategic. To revive the role and importance of a quality-oriented strategy, since only in this case, business leaders will subjectively and objectively be forced to improve their production using nanotechnologies, innovative processes and digital production so that competitive and import-substituting materials and products fully meet the needs of domestic consumers. At the same time, our assertion is substantiated that the consumption of domestic materials and products is regulated by the market. In this case, maintain the range of goods, regulating it with federal, regional and municipal orders; encourage price stability; increase consumer ability and gradually improve their quality. The implementation of these tasks will create a basis for the consumer to realize the need to pay for the benefits of quality materials and products, and the manufacturer to realize that improving the quality of materials and products cannot be associated only with rising prices, but also through technical innovations in digital production aimed at on the application of new technological and engineering solutions. It is no less important to understand the role and significance of quality activity, that is, to what extent leaders penetrated into the essence of things, learned to manage things, change their properties (range), shape, forcing them to serve a person without significant damage to nature, for the benefit and in the name of a person.

Both political leaders and the government have recently begun to talk about the need for a competent industrial policy. However, if we carefully consider the normative, methodological documents on the structural restructuring of industry, then the thought arises whether we are stepping on the same rake that has been stepped on all the years of reforms.

What is the essence of economic reforms and the significance of industrial policy in them, which are theoretically substantiated and tested in practice by a number of developed countries?

This is the fight against inflation, the strengthening of the national currency and financial stabilization. This is a change in the forms of ownership in various sectors of the economy through the process of privatization. This is a structural restructuring of the economy under the conditions of market relations.

At the same time, structural adjustment should be placed at the basis of all these fundamental processes of economic reform. Both financial stabilization and privatization should be subject to the process of structural adjustment, since it is structural adjustment that determines the final result of reforms and the effectiveness of adapting various forms of production to civilized market relations.

The final result should also be taken as the basis for the structural restructuring of the economy. And these are products, services - their competitiveness in the domestic and world markets.

What happened in the Russian reforms? All three basic processes (financial stabilization, privatization and structural adjustments) proceeded on their own, without any interconnection between them. Therefore, the methods used by the government and the Central Bank to combat inflation and other economic indicators often ran counter to the objectives of structural adjustment.

As for the process of structural adjustment, the government's position is expressed by the following statement: "the market itself will put everything in its place." With such a position towards structural adjustment, it is not surprising that in the national economic policy at that time there was no place for such words as quality, competitiveness, import substitution.

This, unfortunately, is the reality of the reforms carried out today. In this regard, I would like to refer to well-known world experience.

A world-famous quality specialist E. Deming, who at one time was a scientific consultant to the Japanese government and led Japan out of the economic crisis, in his book “Out of the Crisis” says: “... managing paper money, not a long-term strategy for digital production - the path to the abyss.

Regarding whether the state should pursue an industrial policy, one can cite the statement of the

outstanding economist of the past, Adam Smith, who 200 years ago laid the foundations for the scientific analysis of the market economy. About the role of the state, he said: "... only it can, in the interests of the nation, limit the greed of monopolists, the adventurism of bankers and the egoism of merchants." It's like today is about us and about our situation in the economy.

What are the results of economic activity today, what are the achievements in this area? The growth of gold and foreign exchange reserves, the decline in inflation, the budget surplus and other financial and economic achievements. And what, is this the end result of public administration? And not the quantity and quality of goods and services sold in the domestic and foreign markets, and not the solvency of the population to purchase these goods and services? And, ultimately, not the quality of life of the population of the country???

Therefore, it is quite natural today that the task is set for all levels of the executive and legislative authorities - to improve the quality of life of Russian citizens.

Let us carry out an enlarged factorial analysis of the problem of "quality of life". The quality of life of citizens depends on the quality of goods and services consumed in the full range - from birth to ritual services, as well as on the solvency of citizens, which allows them to purchase high-quality goods and services. These two factors - quality and solvency - depend on the state of the country's economy, which in turn depends on the efficiency of enterprises in various sectors of the economy, including light industry. The effectiveness of the work of enterprises depends on the state of management, on the level of application of modern management methods. The existing world practice of wide application of modern methods is based on standardization and certification. Standardization allows generalization of best practices, formalize it in an accessible and understandable form and make it available to everyone who wants to apply this best practice. Certification makes it possible to assess the level of implementation of the requirements of the standards into practice and provide an appropriate guarantee for the consumer. At present, no more efficient mechanism has been devised to disseminate advanced experience in solving various problems, and the corresponding international structures for standardization and certification have been created in the world.

An analysis of existing international standards that are aimed at improving the level of enterprise management shows the following areas of their action:

– quality management systems (a series of international standards ISO 9000 and industry supplements);

– environmental management systems (a series of international standards ISO 14000);

– safety and labor protection systems (ONSAS 18001);

– social responsibility systems (SA 8000).

The structure of the problem "quality of life" and a set of international standards aimed at its solution. At the same time, international standards for quality management have the most significant and global character. The use of modern methods in them allows us to solve not only the problem of improving quality, but also the problem of efficiency and productivity. That is, today the concept of "quality management" is moving into the concept of "quality management".

Thus, solving the problem of increasing the efficiency and competitiveness of the economy, and ultimately the quality of life, is impossible without the implementation of a well-thought-out and competent industrial policy, in which innovation based on digital production and quality should become priority areas of the state's economic policy. The problems of improving the quality, competitiveness of materials and products at the present stage of development of the Russian economy are becoming increasingly important. As the experience of advanced countries that at one time emerged from such crises (the United States in the 1930s, Japan, Germany in the post-war period, later South Korea and some other countries) shows, in all cases the basis for industrial policy and the rise economy, a strategy was put in place to improve the quality, competitiveness of products, which would be able to conquer both domestic and foreign markets. All other components of the reform - economic, financial and credit, administrative were subordinated to this main goal.

The developed software for the formation of the technological process for the production of import-substituting products and determining the specific reduced costs, which are the sum of current costs (cost) and capital investments, measured using the standard efficiency coefficient, taking into account the production program, allows you to calculate the static parameters of the technological process for the production of import-substituting products at various forms of organization of production. The developed software for calculating cash receipts from the operating activities of light industry enterprises based on assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures for their development, which are aimed at accelerating turnover products and reduce losses, which guarantees light industry enterprises to obtain stable TEP and prevents them from bankruptcy.

Models for the sale of products within a month at 100%, 80%, 50% are proposed. Calculations show that with 100% of the sale of footwear, compensation is provided not only for the production and sale of footwear, but also a net profit of 1900.54 thousand

rubles remains, which indicates the effective operation of the enterprise, as well as the correct marketing assortment enterprise policy. It also provides a profit when selling 80% of men's, women's and children's shoes. When selling less than 50% of shoes from the volume of production, the company will incur losses. To solve this problem, the conditions for the sale of shoes within a specified period of time and the volume of sales of at least 50% are necessary.

Based on the current situation in the economy of our country, in our opinion, an equally significant problem in the development of the regional consumer market is the lack of a full-fledged legal framework that ensures the functioning of the mechanism of state regulation of the consumer market in the regions. Based on this, it is state and regional intervention that should correct the situation on the market for domestic products of light industry enterprises in the regions, and thus there will be an opportunity for the development of competitive and import-substituting products.

The implementation of the planned measures will lead to covering the deficit for all types of products, increase labor mobility in the Southern Federal District and the North Caucasus Federal District and reduce negative processes in the labor market, as well as a stable balance of interests of consumers, employers and municipal, regional and federal branches of government. For the successful implementation of all of the above activities, the interest of the regional authorities in the development of production of competitive and import-substituting products, lower prices for components and energy costs, and benefits in the transportation of manufactured products by enterprises of the regions of the Southern Federal District and the North Caucasus Federal District are most necessary.

Therefore, only the emphasis on innovation, quality, competitiveness of products and services should be the basis of the industrial policy pursued at all levels yesterday, today and, especially, tomorrow.

Othe economic effect of the results of work is limited, which consists in increasing labor productivity, the level of mechanization of production, lowering work in progress and the cost of digital production. An accessible tool for digital production technologists to rationalize the design of technological processes is proposed, which allows the enterprise to form a competitive assortment and predict the maximum income from the production of import-substituting products.

An assortment policy has been developed for the formation of competitive products, taking into account factors affecting consumer demand: compliance with the main fashion trends, taking into account the economic, social and climatic characteristics of the regions of the Southern Federal District and the North Caucasus Federal District, the production of which using modern innovative technical processes, as well as to meet the demand of an elite consumer, with the use of manual labor create the basis for meeting the demand for shoes for buyers in these regions.

Innovative technological processes have been developed for the production of import-substituting products using modern technological equipment with advanced nanotechnologies, which form the basis for reducing the cost of import-substituting products and providing them with increased competitiveness with the products of leading foreign companies, with the possibility of a wide range of products not only by type, but also by gender and age groups, which guarantees its demand in full.

Layouts of technological equipment are proposed, on the basis of which it is possible to form a technological process for the production of import-substituting products with an optimal output volume, taking into account the production area and the form of organization of digital production.

Software has been developed for calculating cash receipts from the operating activities of light industry enterprises based on assessing the degree of implementation and dynamics of production and sales of products, determining the influence of factors on the change in the value of these indicators, identifying on-farm reserves and developing measures for their development, which are aimed at accelerating turnover. products and reduce losses, which guarantees enterprises a stable TEP and prevents them from bankruptcy.

The complex indicators of the effectiveness of innovative technological processes for the manufacture of footwear, similar to other types of import-substituting products, have been calculated. Taking into account the production program, promising options for technology and equipment have been formed, the most effective one has been selected; the possibilities of streamlining the flow were identified, allowing to eliminate bottlenecks, to minimize equipment downtime, which is one of the conditions for designing innovative technological processes. The reliability of the calculations carried out to assess the effectiveness of technological processes using methods of targeted programming for various technological and organizational solutions is confirmed by calculations of economic efficiency indicators: cost, profit and profitability and other indicators.

The proposed technique allows to reduce the duration of technological preparation of digital production and reduce the time for expert work while maintaining the required depth and validity of engineering conclusions. The economic effect of the conducted research is expressed in the intellectualization of the work of a technologist with a reduction in time spent on developing a range of manufactured import-substituting products and evaluating the effectiveness of technological

processes in comparison with a typical economic calculation of the full cost of manufacturing such products.

The analysis of the influence of forms of organization of digital production and manufacturing technology on the cost of import-substituting products is carried out using the example of the technological process of manufacturing children's, women's and men's shoes, taking into account the shift program. Theoretical dependencies are obtained to assess the influence of the factor "organization of production" on individual costing items in general and other technical and economic indicators in order to prevent enterprises from bankruptcy.

Thus, all this together will provide light industry enterprises of the regions of the Southern Federal District and the North Caucasus Federal District with a stable position, both in the domestic and in the markets of near and far abroad. All that is needed is their good will.

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Issue Article

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PEST AND DISEASE CONTROL IN THE GREENHOUSE

Abstract: *The right selection and application of pesticides when necessary, along with early detection and diagnosis, are essential to greenhouse pest management. Aphids, fungus gnats, thrips, whiteflies, caterpillars, leafminers, mealybugs, mites, slugs, and snails are some typical and significant pests to keep an eye out for. Aphid feeding can cause stems or leaves to pucker or curl; this leaf distortion frequently shields aphids from contact insecticides. Each female plant in a greenhouse is able to give live birth to daughters seven days after its own birth. Winged aphids typically enter the greenhouse through openings to start an infestation. Thrips are little, thin insects that are around 1/25 of an inch long. They have four wings that are kept flat over their backs and are each fringed with a row of long hairs. Nymphs eat similarly to adults and go through four molts as they grow. Leafminers are tiny fly larvae that eat their host's leaves. By eating between the upper and bottom surfaces of the leaf, they harm plants. When completely developed, the larva can emerge from the leaf or pupate on the ground or it can pupate in the leaf tissue.*

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Introduction

The warm, humid conditions and abundant food in a greenhouse provide an excellent, stable environment for pest development. The natural enemies that keep pests in check outside are frequently absent from greenhouses. For these reasons, pest problems frequently arise indoors more quickly and severely than they do outside. If pest problems are not identified and addressed, they may become chronic.

Insect pest management for ornamentals and vegetables in greenhouses depends on a number of variables. Effective cultural practices can reduce the potential for infestation initiation and growth. The right selection and application of pesticides when necessary, along with early detection and diagnosis, are essential to greenhouse pest management. Plants grown in float systems are also infested by the same pests that attack plants grown in traditional greenhouse techniques 2. Bloodworms, shore flies, and fungus gnat problems are particularly common in float systems.

Some insects found in greenhouses have the potential to infect plants with diseases, which are frequently more harmful than the harm incurred during feeding. Some of the aphids, leafhoppers, thrips, and whiteflies are among these insect "vectors." In these situations, early insect control is required to manage the diseases.

Early detection and diagnosis of pest insects are necessary to make control decisions before the issue gets out of hand and you suffer financial loss because greenhouse conditions allow for the rapid development of pest populations. Aphids, fungus gnats, thrips, whiteflies, caterpillars, leafminers, mealybugs, mites, slugs, and snails are a few typical and significant greenhouse pests to keep an eye out for 8.

Small, sluggish insects with soft bodies known as aphids or plant lice live in colonies on the leaves and stems of their host plants. They are sucking insects that pierce a leaf or stem with their beaks to siphon off plant sap. In general, they prefer to feed on tender, young growth and are typically found on and

under the youngest leaves. The only insects with two cornicles or tubes that resemble exhaust pipes, on their abdomen are aphids 6.

Over the course of their 20 to 30 day lifespan, adult aphids can give birth to six to ten young per day. Massive populations can develop in a short amount of time.

Aphid feeding can cause stems or leaves to pucker or curl; this leaf distortion frequently shields aphids from contact insecticides. A large portion of the plant sap that they consume passes through their bodies and ends up as "honeydew" on the leaves. Ants, which consume honeydew, are frequently discovered in close proximity to aphid infestations. Often, leaves with honeydew develop black sooty mold.

Aphids proliferate quickly. Each female plant in a greenhouse is able to give live birth to daughters seven days after its own birth. These female aphids, which reproduce asexually, may have wings or not.

Additionally, aphids can spread dangerous viral infections 4. Controlling the insect that spreads the disease is typically necessary for managing these disorders. Winged aphids typically enter the greenhouse through openings to start an infestation.

To manage aphid infestations, insecticide treatments must frequently be repeated. Depending on the severity of an infestation, two to three applications spaced at three to seven-day intervals are typically required. To prevent the emergence of resistance, it is necessary to alternate the insecticide chemicals used to control aphids.

Picture 1- Aphids types (V Nguyen)

Aphids that are tan or otherwise discolored in comparison to the other aphids may be parasitized aphids known as "mummies." These naturally occurring parasitic wasps, which are crucial for controlling aphids, are smaller than aphids. When these parasites first appear, they pierce a small hole in the upper abdomen of the dead aphid and start looking for prey 10.

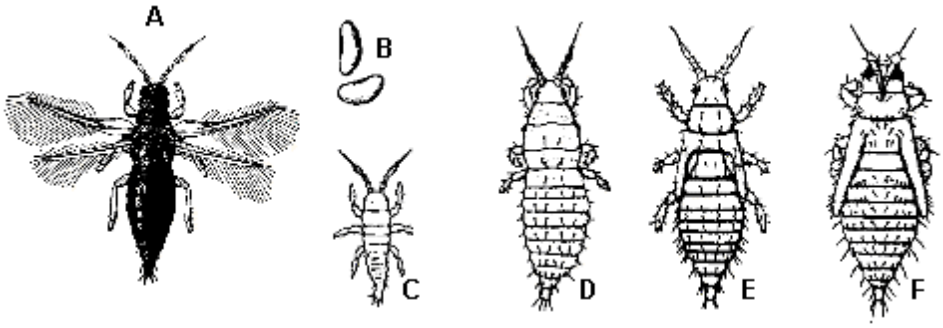
The eye-catching crimson "worms" that may be seen squirming in float plant water are known as bloodworms. These long, cylindrical larvae resemble the larvae of fungus gnats in that they lack legs and have a recognizable brown head. Hemoglobin, the same oxygen-carrying substance present in human blood, is what causes the red color. This bug can grow in water with very little oxygen since hemoglobin is present.

Animal watering troughs, stagnant water, and other collections of standing water are common places for bloodworms to live. Although they are closely related to mosquitoes, the adults of these insects do not feed on blood and do not have sucking mouthparts. The larvae, which have chewing mouthparts, typically eat algae or other aquatic organic matter.

Because these pests need a lot of moisture, avoiding overwatering will help control the amount of moisture in the growing medium. Fungus gnats that lay eggs find peat-based potting mixtures and highly organic soils to be particularly alluring. On ornamentals and nursery plantings in the greenhouse, sprays or drenches containing Bacillius thuringiensis Serotype H-14 (Gnatrol) can be used to control fungus gnat larvae. Ineffective against shore flies is this treatment.

Thrips are little, thin insects that are around 1/25 of an inch long. They come in a variety of hues, from pale brown to black. They have four wings that are kept flat over their backs and are each fringed with a row of long hairs. Thrips that feed on plants harm crops when they infest the blooms, buds, and immature fruits.

Thrips consume food by rasping the sap-oozing surface of the plant. The appearance of heavily infested leaves is mottled or silvery. Eggs are deposited in leaf slits by female thrips. In two to seven days, eggs will hatch. Nymphs eat similarly to adults and go through four molts as they grow. During the final nymphal stage before becoming adults, they are dormant 3.



Picture 2- A. Adult B. Egg C-D. Larvae E. Prepupa F. Pupa (NC Extension)

Many species can be found in greenhouses. In the greenhouse, a variety of plants are targeted by thrips. Azalea, calla lily, croton, cyclamen, cucumber, fuchsia, ivy, and rose are among the hosts that are most vulnerable. Many different thrip species also spread plant diseases. The tomato spotted wilt virus or the impatiens necrotic spot virus are transmitted by the western flower thrips and onion thrips, which are the most dangerous. This virus affects a variety of plant species.

Greenhouse and Sweet Potato Whiteflies Fuchsias, poinsettias, cucumbers, lettuce, tomatoes, and other greenhouse plants frequently have whiteflies, which are a major pest. These favored hosts can be utilized as indicator "plants" to notify greenhouse managers of the earliest indications of whitefly infestations through routine monitoring. All stages of whiteflies may be present on the bottom surface of the leaves.

These sap-sucking insects' females may produce 150 eggs every day at a pace of 25. Before settling down to eat, the freshly emerging crawler travels only a short distance. The pupal stage, from which the adult emerges, is created after three larval molts. Depending on the conditions in the greenhouse, the full life cycle takes 21–36 days. Although the greenhouse and sweet potato whiteflies look similar, their biology and methods of control are different. Both types of whiteflies entirely grow on the undersides of leaves. 20 to 25 days may be the length of their life cycle 5.

The sweet potato whitefly is more adaptable to different hosts, has a greater capacity for reproduction, is more resistant to pesticides, and possesses a formidable system of phytotoxic enzymes. The tomato-borne gemini viruses are spread by this whitefly. Proper sanitation and management of the whitefly vectors are essential for controlling these viruses. Immature whiteflies are typically unaffected by insecticides that are used to control adult whiteflies. Insecticides used to control adults must be applied frequently, two to three times with three to four days between sprays, in order to control infestations because adult whiteflies frequently continue to emerge after these applications. Less frequently, at seven to fourteen-day intervals as necessary, growth regulators used to control immature stages can be used to manage infestations.

Leafminers are tiny fly larvae. By eating between the upper and bottom surfaces of the leaf, they harm plants. Damaged sections are narrow and twisting, with a pale tint. The larva gets wider as it develops. When completely developed, the larva can either emerge from the leaf or pupate on the ground or it can pupate in the leaf tissue. Each female fly will lay between 50 and 100 eggs by pushing them into holes carved out of the surface of the leaf 9.

Picture 3- Leafminer and damage (bottom)

Mealy bugs are tiny, soft-bodied insects that consume plant sap like aphids. The thick layer of mealy or waxy secretions that covers these insects offers some defense against contact pesticides. Some species produce eggs, while others deliver live young. Mealybugs frequently generate enormous amounts of honeydew, similar to aphids, which causes sooty mold on leaves and other plant components.

Almost any component of the plant might become infected with mealybugs. Mealybugs can affect a wide range of greenhouse plants, but they are frequently first noticed on crotons, hoyas, and bamboo palms. Mealybug infestations are frequently accompanied by the sighting of ants, which feed on honeydew.

Mites are pests that feed on sap and harm a variety of greenhouse plants. Two species, the cyclamen mite and the two-spotted spider mite, can result in significant and enduring issues. By puncturing tissue with their mouthparts and sucking out cell contents, these mites obtain their food. Light to dark green in color, two-spotted spider mites have two recognizable black dots on their abdomen 0.

Picture 4- two-spotted spider mite (Surendra Dara)

When originally deposited, eggs are round and transparent. The larva has three pairs of legs when it first hatches, but by later stages, it will have four pairs. Compared to females, males have smaller, more angular abdomens. The two-spotted spider mite can cause severe infestations that result in fine webbing that may cover the entire plant 7.

Biological Control

Pest populations may often be controlled using biological control over a longer period of time than with chemicals. Natural enemies need time to spread out from release locations and look for hosts or prey. As soon as the pest is found in the greenhouse, the appropriate natural enemies should be unleashed. Natural enemies typically fail to completely remove an infestation and cannot act quickly enough to manage pests that are already generating significant losses. Before releasing the natural enemies, it is often advised to use an insecticidal soap or another non-residual insecticide to decrease the infestation. Determining when to release pests requires an understanding of pest biology and regular monitoring of pest populations.

Before and after the release of natural enemies, greenhouse managers should avoid using superfluous insecticide/miticide treatments. If at all possible, use a pesticide with short residual selection. For instance, products made from Bacillius thuringiensis (Bt) can be used in greenhouses to control caterpillars without harming the environment.

Pesticide Management

Operators of greenhouses must maximize the efficacy of insecticides and miticides. When the pest is present, a pesticide must be sprayed at the right rate to achieve sufficient control. To reach the target pest through dense vegetation, there must be coverage and enough pressure. For sucking insects that infest the bottom surface of leaves, this is particularly significant. Some crops' canopies can be opened by removing older, lower leaves to allow for greater spray coverage. Sometimes it takes several applications of an insecticide or miticide to keep a pest at a manageable level. Pests might develop resistance

to insecticides because there aren't many chemicals suitable for greenhouse use.

When managing a particular pest, managers should alternate between various insecticides for subsequent administrations. Pesticides from various chemical classes with various modes of action must be included in rotations to control the pests. This will stop or at least delay the emergence of pesticide resistance to a specific substance. Plants that can be legally sprayed with the same pesticide and are frequently infested by the same pest should be grouped together to facilitate pesticide applications. This will lessen the possibility of applying incorrectly to crops that are not labeled. Infestations can also spread to other areas of the greenhouse if infected material is moved around the greenhouse.

Conclusion

Pest populations may be controlled using biological control over a longer period of time than with chemicals. Natural enemies need time to spread out from release locations and look for hosts or prey. As soon as the pest is found in the greenhouse, the appropriate natural enemies should be unleashed. Operators of greenhouses must maximize the efficacy of insecticides and miticides. To reach the target pest through dense vegetation, there must be coverage and enough pressure. Some crops' canopies can be opened by removing older, lower leaves to allow for greater spray coverage.

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Issue Article

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THE ROLE OF THE NAMES OF PRECIOUS STONES IN THE FORMATION OF ANTHROPONYMS IN THE UZBEK LANGUAGE

Abstract: *The article describes the branches of onomastics, the factors that form the basis of the name of stones, and the practical significance of the study of stone names in linguistics, as well as the emergence of anthroponyms (names of people) on the basis of lithosonyms (names of gemstones) and the main purpose of naming are stated as well.*

Key words: *onomastics, phytonym, hydronym, lithonim, anthroponym, gemstones, demonim, chrematonim, cosmonim, oykonim, lithosonym, anthroponym, Nikonov V. N., ethnographic content, anthroponomic indicator, Persian names, Arabic names, Turkish names.*

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Introduction

If we have perceptions of the world around us that arises primarily through names, onomastic units take the leading place. Onomastics in Greek “onomastics” means "the art of naming" - a branch of linguistics that studies any proper names, the history of their origin and change, as well as the sum of all proper names [1]. Onomastics is the study of proper names [2.10]. Onomastics is a branch of lexicology that studies the names of places, individuals, plants, natural phenomena, and animals.

Azerbaijan is one of the most developed republics in onomastic research. The Onomastics Center has been operating at the Baku Pedagogical Institute for many years. With the initiative of this center, several scientific conferences on "Problems of onomastics in Azerbaijan" were organized [3.10].

In Russian linguistics, Superanskaya A.V. [4] divides the onomastic units into branches that differ according to the object of study and interprets them as follows:

- Anthroponyms (name of the person);
- Zoonyms (animal name);
- Toponyms (geographical place name);
- Chronyms (names of historical times and periods);
- Chrematonyms (names of weapons);
- Demons (names of fairies);
- Phytonyms (plant names)

Research on onomastics has also been conducted in Uzbek linguistics such as anthroponyms [5], toponyms [6], ethnonyms [7], glossary of onomastic terms [8.75], as well as phytonyms (plant names), cosmonyms (studying celestial bodies), hydronyms (sea and river names), zoonyms (animal names), oykonims (city and village names).

A study of world linguistics reveals that names of gemstones and not precious stones have not studied yet.

According to the linguistic features of the names, onomastics can be divided into theoretical and practical types. Theoretical onomastics studies the origin of proper (nominal) names in language and speech, literary and dialectal, the basics of nomination, their development, various changes in the process, their use in speech, their distribution in certain regions and languages, and their structure. The study of proper names (poetic onomastics) in literary

texts is a separate problem. Onomastics also studies the phonetic, morphological, word-formation, semantic, etymological, and other aspects of proper names using comparative-historical, structural, genetic, areal, onomastic mapping, and other methods of linguistics.

Practical onomastics studies transcription and transliteration of names belonging to foreign languages, identification of traditional (according to pronunciation and spelling), translatable and non-translatable names, preparation of instructions on how to write "foreign" names in their own language, learning foreign languages that deals with the creation of new words, naming and renaming from mixed names [1].

The Stone world is endless, extremely interesting, mostly classified, and even mystical. There are more than one hundred and fifty gemstones and semi-precious in nature [9].

At one time, stones with the property of preserving from trouble-making, bringing luck and wealth, preventing and treating diseases were widely used in consumption among the population, and each of these stones had its own etymology. Some of the stones are named according to their origin. Today in Uzbek linguistics there is a need to study the names of stones that we do not notice, do not distinguish and are important for our daily lives. Such issues as artistic transitions, formed on the basis of stone names, the role of lithosonyms in anthroponymics still remains open. Such studies are also of practical importance in the further enrichment of the Uzbek lexical fund.

In ancient times, gemstones were distinguished only by their color. All reddish stones were called as "rubies", green stones as "emeralds" and blue ones were called "diamonds". Later, the stones were taken into account according to the color and also the purity, uniqueness, durability and toughness. All lightning stones were called "jewels". In fact, only four of them can be called diamonds, rubies, emeralds and diamonds. Jewelry is a unique mineral used to make decorative precious jewelry.

In Russian linguistics, Nikolashvili M.N. [11] carried out a scientific research on the names and types of gemstones in Russian language, which also does not give a special name to the branch of onomastics, which studies the names of stones. Only the term gemstones is considered. The names of the stones have different sources and are formed without any clear rules. However, as the number of minerals discovered increased, new names were required, and the Greeks became accustomed to using the word "LITOS" (stone) for these names in conjunction with some of the descriptions of this stone [12].

In linguistics, it would be useful to call the branch of onomastics that studies stone names lithosonyms (originated from Greek "litos" - stone, "onoma" - name). The study of stone names, i.e. lithosonyms, on the example of Turkish manuscript sources, will be a valuable innovation in linguistics as well.

Various aspects have played a key role in shaping the names of the stones. For instance, the geographical location of the stone, its discovery, honoring celebrities, the color of the stone, its shape, medicinal properties and the composition of the stone.

For example, columbite - based on the name of the place (Colombia), alexandrite - according to the name of the person (Alexander II), cavansite - according to the composition (calcium, vanadium, silicon), garnet - according to the form (in the form of pomegranate seeds, its Russian name), ruby - in terms of color (Latin "rubinus" - red [13]).

The stone and its associated rituals, customs and traditions have long existed among the people. In the early days, the religion of Phytism was based on the worship of idols and amulets. These inanimate objects are mostly made of stone, and the stones were a source of worship. It is obvious that there are many types of stone and stone-related ideas all over the world, and these views differ from a religious point of view. For example, the most sacred stone in the history of the Muslim world, the Hajrasul-Aswad (black stone) in Mecca is considered as a religious miracle. In the Christian faith, there is the concept of "living stones", which includes the idea that these stones can change man and the material world [14].

The linguistic phenomena associated with the stone has not been sufficiently studied not only in Uzbek linguistics, but also in world linguistics. The thematic group of names of precious and semi-precious is the most interesting and still undiscovered treasure. The study of this topic contributes to the development of the lexicon of Uzbek linguistics and opens the way for the discovery of new aspects of onomastics.

Human beings were created to need someone to name something. The names given to individuals who affect the character of this person in a certain sense. Each name has its own meaning.

Well-known linguist V.N. Nikonov says: "Anthroponomy is happy with the existence of inseparable practical and theoretical tasks" [1]. Therefore, the interest in anthroponyms and their study has an ancient history. A number of anthroponomic studies have been conducted over the centuries. As a result, the science of studying human names, anthroponomics, has emerged by the scholars such N.A Baskakov, G.F. Sattorov, T. Jonuzakov, R. Kungurov, J. Mukhtorov, E. Begmatov, D.Abdurahmonov, E. Kilichev, I. Khudoynazarov and others conducted research in Uzbek linguistics. In particular, Ernst Begmatov's contribution to the development of Uzbek onomastics is significant, whose works are mainly in the field of anthroponymy. He defended his dissertation on "Anthroponymy of the Uzbek language." in 1965. Begmatov's research interests include the spelling of human names (1970),

Uzbek names (1991), and the spelling of Uzbek names (1972).

The word «name» means a person's nickname and is an anthroponym. People have been very responsible in naming their children for ancient times. Therefore, most of the names will have a specific reason and ethnographic meaning.

While naming a child, parents want the baby to live a long life, to grow up to be a mature person, and to be happy in the future. These desires and dreams form the basis for a child to choose a name and follow its traditions. In other words, the Tajiks who are living in the Surkhandarya region hold the *"Nom guzaron"* ceremony (a special ceremony is held when a child is named after his grandfather, and the name is considered halal), which is evidence of the above.

In ancient times, the name of the baby was believed to be a protector of the child, to influence his/her fate, and was considered a sacred event that will accompany him for a lifetime. In this way a group of names called "custodial names" or "protective names" was formed. We know from primitive society that people worshiped various stones and believed that they had magical properties. There are similar ideas today, and the usefulness of some stones has been proven in medicine. Such stones include diamonds, amber, rubies, and lapis lazuli. Perhaps, people name their offspring after precious stones. Even today, the names given to Uzbek boys and girls are based on lithonyms to protect them from various disasters and to protect their health, and the custom of wearing stone objects is preserved. According to this belief, children (mostly girls) are named Durdona, Gavhar, Marvad, Marvarid, Yakutoy, Lalikhan, Zumrad, Oltinoy, Marjonbibi and Marjona. These names later meant dignity, beauty, nobility, delicacy, and delicacy. New anthroponyms have been created by adding grammatical categories specific to the word family to such gemstones and mineral names.

Anthroponomic indicators. In Uzbek linguistics, a separate article about the indicators was published by Z. Dustmatov for the first time However, we have not encountered any other research on anthroponomic indicators yet. Indicators are a means of combining anthroponyms into a unique system of language vocabulary. They come in the form of human names, characterize it in some way, and express a connotative meaning. The anthroponym, which recives each indicator, acts as a microtext for that indicator.

Depending on the nature of the anthroponyms, the indicators are divided into:

1. Characteristic of male names: *jon, bek, khan, sher, arslon*;

2. Characteristic of female names: *oy, oyim, beka, gul, pari*;

3. Indicators that are neutral for men and women: *jon, khan*.

Similar indicators are added to the names of precious stones and minerals to create names. In particular, *Sangina*- stone. A name given with the intention of making the soul as hard as stone.

Olmos (Diamond) in Persian-Tajik, means a child as strong and precious as a diamond. Diamond is the most valuable ornament, which means that it is the name of the family ornament. The Arabs call it "*Almas"*, which means the heaviest.

Oltinbibi is the Uzbek name, means "precious girl, as precious as gold", and in some households this name is given to the sixth daughter. Or they give the same name to a baby born with another extra finger. Maybe this name was given to a baby who was born in yellow. *Altynbek* is a child as precious as gold, which belongs to the lineage of khans.

Kumush (Silver) in Uzbek means a girl as precious as silver, beautiful or a white-faced and white-skinned girl. T here are such forms of this name such as *Kumushoy, Kumushkhan, Kumushali*, means «may Allah take care of the precious and rare child».

Simina, in Arabic means silver, pure, clean, tidy and beautiful.

Mahakgul, in Arabic “mahak“ is a stone used to determine the purity of gold and silver. A beautiful girl who can diffirenciate between right and wrong.

Gavhar in Persian-Tajik means pearl, as precious as a pearl, priceless, cheerful, a beautiful girl. In ancient times, people also believed that a pearl protects a baby from calamities. There are such forms of this name such as Gavhargul, Gavharoy, Gavharhon and Gavharshod.

Yoqut (Ruby) in Arabic and Jewish means a beautiful, priceless, rare and precious girl [4]. There are such forms of this name such as Yoqutoy and Yoqutxon. The name of the gemstone, the ruby is based on the anthroponym created by suffixes. The ruby is a red gemstone. The Turkic peoples believed that ruby protects people from various diseases and cures them.

Firuza, (Turquoise) in Tajik means "happy, priceless, precious, beautiful girl, or a girl with a radiant face." There are such forms of this name in the followings:

Firuz - "happiness, fortune, invincibility, victory;

Feruz - invincibility, heroism (for boys);

Feruza "victory, lucky girl (for girls);

There are alternatives such as *Feruzsho* means "invincible victorious king, ruler", which is also derived from the Persian-Tajik language. [5]. These names are actually derived from the name of a single stone, turquoise, which is intended to be as precious and unique as turquoise. Forms: *Firuza, Feruzabonu, Feruzahon, Gulferuza.* Turquoise is another name of Firuza, which was once called "heavenly stone". *Feruza*, in Persian means "victory stone" or "turquoise" - "stone of happiness" as a symbol of prosperity and courage [6].

Anora, a pomegranate fruit, is a Persian-Tajik and Uzbek name. It is one of the rare names in Central Asia. This is the name given to a girl who was born with a red spot. Few of these gemstones are named after a pomegranate seed. A red stone is named after a baby as a pomegranate seed according to the similarities between a pomegranate stone, a pomegranate seed, and a red spot on the baby's body. This anthroponym was originated based on an external sign. The people of the East believed that pomegranate contributes to the development of strong desires in a person. The Persians considered the pomigranate to be their master and even called it the "royal stone".

There are also alternatives such as *Anoriddin*, a Persian-Tajik and Arabic name which means "a child who was born with a red spot or a devotee of a red spot of religion"; *Anortoy* means "red-spotted and a beloved child"; *Anor*, a Persian-Tajik name means "born with a red spot on the body, a mark"; *Anorbibi, a* Persian-Tajik and Uzbek name means "red-spotted, a noble girl"; *Anorgul*, a Persian-Tajik name means "beautiful girl like a pomegranate flower"; "*Anortosh* means a strong girl as a stone, a long life"; *Anorhol, means* "a red-spotted beautiful girl"; *Menganor*, a girl who was born with a red spot;

Munchoq, (Beads) in Arabic means "precious as jewels" and this name was given if the baby was born very small.

Marjon, Marjona (Coral), means a pearl, a system of pearls, a large red bead, graceful, bright, and a beautiful girl. There are also alternatives such as *Marjonoy, Marjonxon, Marjon, Marjonabonu.*

Marvad, Marvarid (Pearl), in Persian-Tajik means “pearl, precious, a girl of a pricless personality.

Mursala, in Arabic means, "coral, pearl", this name given to a baby that was seen by the prophets and is considered to be the most precious stone for the Arab people.

Murassa, an Arabic name which means, an adorned with precious jewels.

Kimyo means valuable, jewels; rare, unique, unparalleled.

Lojuvard is a type of gemstone with a dark blue color and this name given to girls with the intention of having the qualities of "precious, glittering or beautiful girl". This stone is very expensive.

Lali is an Arabic name, means "precious, a priceless child." *Lalikhon* (for a girl) is used for girls. It is derived from the name of the stone. *Lal* (ruby) is also a red gemstone, probably given to a baby born with a red spot on his/her body.

Zumrad (Emerald) is derived from the Persian-Tajik word "emerald", a green gemstone, meaning a girl as precious as an emerald. The name Zumrad is also popular with blue-eyed girls.

Zaytuna is a tree from which olive oil is extracted. Zaytun is also the name of a green, yellow, olive stone. Olivin, (derived from Latin word "Oliva") was named as of the similarity between the olive fruit and the stone. Olivi's Arabic name is zabarjad.

Zabarjad, an Arabic name means the original, precious stone, as precious as a zabarjad, a precious girl [3].

Yoqut (Ruby), ancient Jewish-Arabic name, means a red gemstone. It is also called ruby. The Turkic peoples believed that rubies could cure various diseases. There are alternatives of this name such as Yaquthon, Yoqutbibi, Yoqutoy which means beautiful, high-ranking, honorable girl like a priceless, rare ruby.

Javohira is actually derived from the word "gavhar" (pearl) and has the forms such as *Javhariya, Javohirbek, Javohirjon, Mirjavohir, Javohirkhan, Javohirmirzo.* This anthroponym means rich, precious stone, jewelry, or a precious child as a jewel.

Durakhshan means a shining pearl, glorious, beautiful, and used in many similar forms. For instance, *Durdona* (Pearl) is an Arabic, Persian-Tajik name, means "pearl, an excellent pearl; the dearest, a dearest girl "; *Durbek* is an Arabic and Uzbek name, meaning "pearl, as precious as a pearl, the king of khans." This name given with the intention of longevity of the child, in relation to the author *Durbek* of the epic "Yusuf and Zulayho".

There are alternatives of this name in the followings:

Durbon, means “intelligent, far-sighted, wise";

Durbotin, means "precious, brave young man as a pearl";

Durjon, meaning "dear and beloved child";

Durmurod, meaning- "Let a son grow up and achieve his goal, or an intended child ";

Durmuhammad, an Arabic name meaning, "priceless, precious, let Muhammad (peace and blessings of Allaah be upon him) take care of his son";

Dursaboh- "sahar, tong chog"ida tavallud topgan durdek qadrli, qimmatli, sahardek musaffo qiz";

Durnazar, meaning "a precious son born by the grace of Allah"; *Durkhanim, Durkhan, Durkhol*, meaning "precious girl born with a birth-mark".

Durustkhon, Dursulton, Dursoat, Dursihat, Dursanam, Dursadaf names given to the girls, meaning "a girl as precious as a pearl, or a girl born with teeth";

Dursaboh - "a girl born in the morning, as precious as a pearl, as pure as the morning";

Durposhsha, Durniso, Durnabot, Durmomo, Durkunoy, Duriya, Durikhan, Durzoda, Durjahon, meaning "May her life of a pearl of the world, a unique girl, or a girl as precious as a pearl, be as wide and enlightened as the world";

Durjamol, Durgul, Durbor, meaning "a girl of a priceless personality or having meaningful words, eloquent speaker";

Durbeka, meaning "a princess or a girl of a pricless personality".

Inju, (Pearl), an Uzbek name, meaning "pearl, jewel or servant, maid";

Injubeka, is "a princess, a girl or a woman of a pricless personality."

Gavhar, a Persian-Tajik word, meaning a girl of a pricless personality or a noble. In ancient times, people believed that a pearl protects a baby from harm. It has alternatives such as *Gavhargul, Gavharoy, Gavharkhan*.

Zaynab is the name of a gemstone. The sweet-smelling flower was also called zaynab, which means a beautiful overwhighted woman.

Marmar (Marble) is an Arabic name meaning "strong as marble, hard as soul."

Aqiqa is the Arabic word, meaning "a red precious stone." Aqiqa is also the name of a family ceremony held on the occasion of the birth of a child.

Qayroq, an used in the sense of being as qayroqstrong and healthy as a stone. The same name was chosen for a child born at the time of ripening of Qayroq, a type of wheat.

Sadaf, in Arabic-Uzbek, given for a child born with teeth, meaning "as precious as a pearl, a precious girl."

Alexander is an anthroponym based on a gemstone called alexandrite, named in honor of the Greek general Alexander the Great. Hence the situation of naming the name Alexander by the name of a stone to a person is superior to the name of the commander.

Safir, *Safira*, derived from Arabic word, meaning "ambassador, representative", "blue ruby", and as an expression of a person's meaning, priceless or pleasant. If, this word translated from the ancient Greek, it means blue. It is common to be given this name for blue-eyed children.

A well-chosen name has a great influence on one's destiny and life, and it embodies a person's spirituality. Thus, parents choose stone names for their babies based on their appearance or due to their parents' intentions and desires. The names of the stones were believed to be "asceticism". This is the reason why the names of the stones were given as names. Parents want their children to be harmonious, mature, highly valued, always respected, and to contribute to the future and prosperity of the country. Each person's name is integrated with the character and becomes a whole. The name is also the most convenient means for individuals to communicate with each other in the family, neighborhood and a public place. From the examples given above, it becomes clear that the name arises for a certain reason, which is associated with the desire, imagination of the contestants. The concept of the name, the worldview directly reflects the nationality and mentality of the Uzbek people, and special ceremonies associated with anthroponyms are as the object of the study of ethnography directly.

Linguistic study of nationality is considered to be one of the main and important issues of today's modern Uzbek linguistics. The information on the origin of anthroponyms based on lithosonyms, the meaning and basis of which are examined has a practical importance.

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USE OF THE NEUROLINGUISTIC PROGRAMMING METHOD TO ACHIEVE THE GOALS OF THE EDUCATIONAL PROCESS

Abstract: *The article provides recommendations on the correct use of neurolinguistic programming in accordance with the psychology of listeners and students in order to ensure the effectiveness of the educational process.*

Key words: *neurolinguistics, neurolinguistic programming, speech deficits, aphasiology, spiritual culture, thinking process, educational activity, cognitive neuroscience.*

Language: *English*

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Introduction

Today, along with changes in society, we can observe the rapid development and changes in the field of linguistics. The formation and development of any field of science begins with the emergence of interest in the object of this field [2.13]. Scientists emphasize that such areas as sociolinguistics, psycholinguistics, pragmalinguistics, linguocognitology, ethnolinguistics, emerging within the framework of cooperation between sciences, need to be studied. Each area of linguistics has its own object of study and direction of research. For example, if sociolinguistics is a field of linguistics that studies issues related to the role of language in the life of society, its social nature, social tasks and the mechanism of the influence of social factors on language [1.3], then pragmalinguistics involves the allocation of language units in the process of communication, with their using questions of application and the impact of the units in this application on the participants in the dialogue [2.76].

Linguistics not only feeds on the achievements of other disciplines in the system of sciences, but in turn helps to positively solve problems that exist in a number of disciplines. One of these areas is neurolinguistics. This science studies the influence of brain diseases on speech activity, since speech activity is a product of brain activity. The problem of the influence of brain damage on speech, which is considered the subject of study of medicine and psychology, has been studied since the second half of the 19th century, and the first book providing complete information about the science of neurolinguistics was written by A.R. Luria.

Aphasiology is the field that studies speech defects and is one of the most widely researched areas. For right-handed people who write and work, the speech zones are in the left hemisphere. Therefore, aphasiology deals with the study of the left hemisphere.

Materials and Methods

The original field of Neuro-Linguistic Programming was discovered by mathematician and Gestalt therapist Richard Bandler and Ph.D. Professor John Grinder of Santa Cruz University.

In neurolinguistic programming, people are very creative and creative, the most important constructive situations for them are not the colors that exist in the world, but the fact that they perceive and "see" a certain phenomenon in the way they understand and understand it. Korzybiski describes it as "a map without borders". Bandler and Grinder argue that Neuro Linguistic Programming should focus on the

structure of understanding of a particular event or object.

Neuro-Linguistic Programming is the ability of a person to understand information, create a schema of meaning, and skillfully interpret the result.

Teaching a schoolchild or a student from a neurolinguistic point of view has its advantages, and the development of spiritual culture allows not only the level of intellectual development of a schoolchild, but also the full realization of his individual potential. This, in turn, makes it possible to fully use the existing potential for human development and removes artificial obstacles to its socialization.

The process of thinking is the highest stage of human consciousness. Schoolchildren's thinking is the most complex and high form of intellectual activity and is the subject of research in psychology and neurophysiology. American neuropsychologists called the 90s of the 20th century “the decade of the brain” and, on this basis, drew the attention of educators to this topic. American neuropsychologists emphasized the need for the teacher to involve students in different forms and content of educational activities, the use of different teaching methods and methods.

The connection between the structure of the brain and the characteristics of thought processes has become the main direction of scientific research by research scientists in more than twenty countries of the world. In the 1980s, Yu. Lotman conducted research in semiotics and cultural studies, relying on the successes of neurobiologists. He puts forward the idea of the successive activation of competing types of consciousness that serve to reveal the meaning of imagination.

The study of pedagogical processes from the point of view of neurological changes occurring in the human brain, i.e., the synergy of neurology and pedagogy, led to the emergence and development of neuropedagogy as a separate science. Neuroscientists, educators, psychologists, sociologists and medical workers from thirty government agencies conducted scientific research within the framework of the international scientific project "Brain and Education", organized by the Center for Research and Innovation in Education of the Organization for Economic Cooperation and Development.

In Russia, the Institute of Cognitive Neurosciences has been established at the Academy of Modern Humanities. It serves as a working platform for specialists of related profiles in the field of preliminary neuropedagogy. The Institute of Cognitive Neuroscience brings together scientists from Moscow State University, the Institute of the Human Brain of the Russian Academy of Sciences, the Institute of Psychology, and the Research Institute of Neurocybernetics of Rostov State University. Application of neuropsychological knowledge in solving learning problems in the educational process (T.V. Akhutina), development of neuropsychology of individual differences (V.A. Moskvin, E.D. Khomskaya, I.V. Efimova), asymmetries of the child’s cerebral hemispheres, functional processes and thinking carried out by a number of studies in pedagogy aimed at explaining the interaction of activities (T. A. Dobrokhotova).

The spirituality of a person is formed in connection with his material and spiritual needs. In turn, the spiritual needs of a person are inextricably linked with his national, religious, worldview and worldview education. At the same time, material need is associated with material goods necessary for the life of people. In this sense, the process of formation of a person's spiritual culture is clearly manifested in the harmony of material and spiritual needs. The process of formation of spirituality is based on science, culture, education, moral, aesthetic, political, legal relations and wealth acquired by mankind throughout history.

By the last decade of the 20th century, mankind realized that the world could fully and sustainably develop as a single society. A number of socio-ideological situations, globalization and integration processes that took place in the world at the turn of the 20th and 21st centuries, on the one hand, divided the world into poles, and on the other hand, connected it with each other.

The basis of philological education is expressed in the form of symbols, signs, words, images and serves the development of the intellect, worldview and thinking of a person. Of course, in this process, a person's personal attitude to things and events plays an important role. According to M. Kuronov, “For the purpose of mutual communication, education, promotion, voluntarily or involuntarily, a person also spreads his relations through his thoughts. As a result, the attitude of one person can become the attitude of hundreds of people to a particular object or event. Because a person often tries to convince the interlocutor next to something, change his behavior, change his opinion to his opinion, change his desires to the desires of many, change his beliefs to the beliefs of many. In a word, he tries to bring the interlocutor to his goals, to convince him of his point of view. From the point of view of modern science, Neuro-Linguistic Programming uses technology. Today there is a special need for the application of neurolinguistic programming technologies in education. Neuro-linguistic programming, as a method of expressing the student's subjective experience, his thinking, behavior and communication processes, contributes to the organization of the correct perception of the world around him and others, effective communication. In today's age of the developed Internet and communications, it takes a lot of skills and knowledge to convince and encourage young people to do something. That is, the introduction of some additions to the principles of neurolinguistic programming

becomes a requirement of the time. Given the interest and interest, the impact is considered an effective way to achieve the goal.

Neuro-Linguistic Programming is considered a humanitarian learning technology, the main task of which is the formation of effective communication techniques in order to achieve guaranteed results in the development of spiritual culture among students, activities aimed at consciously changing the behavior of oneself and those around them. consists of preparation.

There are three main elements of NLP: "neuro", "linguistics" and "programming". That is, the control of thought and behavior through language and words is the main essence of neurolinguistic programming.

Various methods and techniques of neurolinguistic programming can be used in philological education. They consist of:

Adaptation and management. In order for this method to successfully influence the student's moral behavior, it is important to adapt to his actions.

Results and Discussions

Adaptation to the rhythm of breathing is effective in providing a targeted impact on the student. To do this, it is necessary to observe the student's breathing, be silent while breathing, on the contrary, turn to him while exhaling. As a result, in the subconscious state of the student, the words that are spoken to him leave the impression that they were said by him. If the student is angry, the teacher should also show himself in this state and gradually moderate his mental state during the conversation. In this case, the student also adjusts to the calm state of the teacher and approaches the situation calmly.

1. Eliminate stereotypes. In this case, the student expects from all teachers anger, seriousness, boring lectures and fantasies about the same teaching method, i.e. about exclusion. And this is achieved by courtesy, which the student does not expect, the creation of non-standard situations, the use of laughter during the lecture.

2. Fighting destructive rumors. This method is part of the activity aimed at preventing negative situations and prevents the formation of anti-national and cultural ideas in students. To do this, the teacher must study, systematize and neutralize the rumors that have entered the minds and hearts of students in order to destroy their faith in reforms. So, when rumors appear among students in the form of moral threats, the teacher should conduct training sessions with the effective use of video and visual aids, excluding its destructive effect.

3. Warning of indifference and unwillingness. This method is aimed at finding new ideas and desires, a sense of creativity in the minds of students, aimed at eliminating hesitation and reluctance. To do this, the teacher, first of all, must make students believe in their strengths and capabilities. Trust is not created by itself. To do this, it is desirable that the ideas communicated to students are repeatedly broadcast in connection with practice, presented in a visual, figurative form, implemented on proven examples. Confidence helps build willpower. Students are divided into such categories as strong-willed, active, mediocre, apathetic, indifferent. But in order to get them all to move together, it is necessary to offer a goal and an idea that everyone can quickly and easily understand, and convince them that it matters a lot.

4. "Freedom of choice in obtaining knowledge." Based on this method, students will have the opportunity to understand what they want to learn, the reasons that motivate them, and the consequences of situations in which they want to learn and do not want to learn. This method helps students to effectively use internal contradictions in order to be conscious and responsible in relation to learning. To do this, the teacher invites students to make a list of freedom of choice in obtaining knowledge. Before compiling the list, students should answer the following questions: 1) is my education appropriate for my age?; 2) Does the volume and quality of the knowledge I acquire correspond to my life goals?; 3) Does my current knowledge fit into everyday life situations?

5. During the exercise, the teacher asks the students to write down what information they are not allowed to read and study, and stresses that they must justify their opinion in the process of answering questions. In the listing process, you are asked to list competencies that will help you overcome life's difficulties, describe possible problems and ways to solve them.

6. Exercise "Study of life experience". This method gives students the opportunity to study the life experiences of other people and clarify their own life goals. First, the teacher invites students to make a set of life experiences of people they know in their notebooks. He then explains that they should exchange notebooks from time to time, each time writing down one of their life experiences based on examples.

Conclusion

It is known that all the sciences that we study interact with sciences close to them. In the same way, the science of neurolinguistics is a science that interacts with many other disciplines and is quite important for modern linguistics. Neuro-linguistic programming is used not only for prevention, but also makes it possible to improve the scientific and methodological skills of the teacher, treat the team correctly, and achieve the desired goal of the lesson.

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